

# The National Underwriter

## LIFE INSURANCE EDITION

Twenty-Ninth Year No. 14

CHICAGO, CINCINNATI AND NEW YORK, FRIDAY, APRIL 3, 1925

\$3.00 Per Year, 15 Cents a Copy

### EARNING POWER PEAK OF MINISTERS IS 47

Dr. W. R. Ward of the Mutual Benefit Life Comments on Professional Men

### MORTALITY OBSERVATION

Declares That Weight is One of the Biggest Problems From the Insurance Standpoint

NEW YORK, Apr. 2.—It is ordinarily thought that the earning power of any professional man increases steadily and with greater rapidity as he grows older, reaching its peak about age 60. Dr. William R. Ward, medical director of the Mutual Benefit Life, said that an actual study of the incomes of Presbyterian ministers showed that this has not been the case with the particular group. Contrary to all expectations, the average peak of the earning power of the ministers was at age 47, after which it declined. This was a new angle to the situation, which Dr. Ward presented at the meeting of the L. A. Cerf agency in New York City.

#### Increase in Average Life

Dr. Ward also presented some interesting figures on the increase in the average life. The first records were kept in Switzerland about the 16th century, the records of Geneva at that time showing the average life to be approximately 21 years. In the 17th century this increased to 26 years, in the 18th to 34 years; in 1900, when statistics were available in the United States, the average had increased to 49 years, in 1910, 51; 1920, 55; 1922, 58 years. This does not mean that people are living longer today than in the 16th century, but is due rather to the decrease of deaths among young children and babies. As a matter of fact, the expectancy of life at 50 and over is not much better than it was years ago.

#### Weight Is Big Problem

Dr. Ward said that weight is one of the biggest problems from the standpoint of life underwriting. Most people think that a large, healthy man, such as many of the fine specimens seen in the police force ought to be superb risks. As a matter of fact experience shows that these men will not attain the age of ordinary men, even if the accident hazard is eliminated. It would seem that there is not a corresponding development of the internal organs to take care of the increase in the size and weight.

#### Study Is Now Being Made

A study is being carried on now to discriminate between the poorer and better classes of heavy weights, but the indications are that in any event there is an increased mortality for even the better class of overweight. By better class is meant the type of man who is otherwise in good condition, shows no defects, and in whose family overweight

### COMPLICATIONS ARISE

#### UGLY CHARGES MADE IN SUIT

Petition Filed at Columbus in Which Receiver Is Asked for American Insurance Union

COLUMBUS, O., April 2.—Petition for the appointment of a receiver for the American Insurance Union has been filed here. Charges were made against the officers and directors for having inflated assets and illegal agreement to pay John J. Lentz, the president, a salary of \$25,000 annually for life. It is also charged that an illegal payment of \$30,000 commission has been paid in the purchase of the site for the American Insurance Union building. Sale of property appraised at \$75,000 to Mr. Lentz for \$23,600 is alleged in the petition. The petition is filed by Annie M. Vogel of Chicago.

In connection with this petition suit was started by Frank McGarry, also of Chicago, to restrain the building operations of the American Insurance Union. It is charged that the erection of a proposed home office building will eat up all the assets and incur liabilities in the amount of \$1,000,000. It is claimed in the petition that the present quarters of the company for which the American Insurance Union paid \$43,092, are sufficient to care for present needs. Injunction is asked against the building operation and entering agreements, cancellation of existing contracts and accounting of funds expended.

is one of the characteristics. But even under the best of circumstances, the company accepting risks of 25 percent overweight or more will have a high mortality.

The presence of albumen is another danger mark, and was once thought always to indicate Bright's disease, but this has been found to be not the case. With modern methods it is possible to detect the presence of albumen down to .0001 percent, by which means some albumen is found in practically every case. Medical directors have seen fit to establish .01 percent as the danger line, although this is merely an arbitrary distinction and subject to change when more experience is accumulated. It is still a matter of judgment, to a large extent, to determine the desirability of the individual risk.

#### Decrease in Diabetes Mortality

During the past year and a half all companies have shown a decided decrease in death from diabetes, which is usually indicated by the presence of sugar. It is thought probable that this decrease is due to the use of insulin, which Dr. Ward characterized as one of the greatest discoveries in the medical world in some time.

Dr. Ward was also asked to tell something about the problem of pleurisy. He first explained that the pleura is the double lining between the lungs and the wall of the chest, the function of which is to permit the lungs to expand and contract freely. There is just enough fluid between these two surfaces to keep them well lubricated.

Pleurisy is of two different types, (CONTINUED ON PAGE 15)

### WILL DO FIELD WORK

#### GOES WITH NORTHERN STATES

John M. Stahl Will Take Charge of the Agency Organization of the Indiana Company

President H. E. Sharrer of the Northern States Life of Hammond, Ind., announces this week that John M. Stahl, who recently resigned as president and general manager of the Farmers National Life of Chicago, has become directing head of the agency work of the Northern States. Mr. Stahl on retiring from the Farmers National decided he would take a vacation until Oct. 1. The lure of the calling, however, was too strong and the opportunity too great.



JOHN M. STAHL  
Who Joins Staff of the Northern States

Mr. Stahl will not drop his literary work but will combine the two activities.

The Northern States Life has entered Michigan and in taking over the Northern States Life of Minneapolis naturally will operate in that state. Mr. Stahl will give his chief attention to these two states. He will work among the agents, stimulate them and add to the organization. This is the kind of work that Mr. Stahl has desired to take up.

#### Prepares Series of Lectures

Mr. Stahl will do some work on the lecture platform. He is preparing five lectures: "Forty years plus with midland novelists," "Forty years plus with midland poets," "An hour in my letter file," "History and historians of the midland," "My autographed books."

Mr. Stahl is president of the Allied Arts Association of Chicago and has been head of a number of literary organizations in the city. He is a former publisher of farm papers, and is the father of the rural free delivery and parcel post system.

Mr. Stahl said this week: "I am linking up with Dr. Sharrer for a time. I do not know how much attention my future activities will demand. I admire Dr. Sharrer and the Northern States, a company of possibilities."

### COMPANIES PUZZLED BY NEW KANSAS LAW

Question of Notice of Cancellation for Default in Premium Is Discussed

### QUERY AS TO FORFEITURE

Secretary Blackburn of American Life Convention Gives Careful Analysis and Suggestions

Life insurance companies are puzzled by the recent changes in the Kansas law requiring notice to the insured before any policy can be cancelled or forfeited for nonpayment of premium. Thomas W. Blackburn, secretary of the American Life Convention, has sent to members a careful review of the old and new laws and the decisions under the former.

Mr. Blackburn finds a marked difference between the status of new policies issued since the new act went into effect on Feb. 27, 1925, and those issued prior to that date. His conclusion is that a notice in the following form, sent not less than 30 days or one month prior to the premium paying date specified in the policy, would answer for all policies issued after the passage of the act:

"Blank Life Insurance Company hereby gives notice that policy No. ...., your policy, contains a grace provision of 30 days or one month for the payment of premiums. You are also notified that your premium of \$.... falls due .....1925.; that it is the intention of the company to declare forfeited and to cancel your policy if payment of premium is not made within the period of grace provided in the policy. Please pay your premium now and make sure your policy shall not lapse or be cancelled."

#### Notice for Old Policies

On policies issued prior to Feb. 7, 1925, the following form of notice has been approved by the insurance commissioner and seems to Mr. Blackburn to be sufficient to comply with the requirements of the law:

"..... Life Insurance Company hereby gives notice that policy No. ...., your policy, under which your life is insured, is in default for nonpayment of \$..... premium due and unpaid on ..... day of .....1925., and it is the intention of the company to declare said policy forfeited and to cancel same on .....19...."

The new law requires notice to the insured, while the old one required notice to the "holder" of the policy. Mr. Blackburn thinks perhaps the only safe course for companies to follow on policies issued under the old law would be to send notice to all persons or parties having any interest or ownership in the policy.

The new law has a further provision (CONTINUED ON NEXT PAGE)



## DOUBLE INDEMNITY UP COMPANY WAS HELD LIABLE

Assured Was Riding on the Fender of  
Street Car—Massachusetts  
Case Decided

Whether a Person Riding on the Fender of a Street Car Was a "Passenger" Within the meaning of a Life Insurance Policy Was Held a Question of Fact for the Jury by a Massachusetts Court—In *Farber vs. Mutual Life of New York*, supreme judicial court of Massachusetts, 145 N. E. 535, the insured carried a life policy for \$2,000, which provided that, in consideration of an additional premium, double indemnity would be paid if the insured lost his life by accident while a passenger on a vehicle operated by a common carrier.

### Riding on Rear Fender

During the life of this policy, the insured suffered injuries which resulted in his death while riding on the rear fender of a street car. The question then arose as to whether the insured was a "passenger" within the terms of the policy at the time of the accident which would justify a recovery by the beneficiary of the double indemnity provided in the policy.

### Rule Not Strictly Enforced

On the trial there was evidence to the effect that while it was against the rules of the railway company to permit persons to ride on the fenders of cars, yet these rules were not strictly enforced; that insured and some other persons on several occasions rode on the outside of the car and the conductor had collected their fares through the open window of the car.

In the face of this evidence the question of whether or not the insured was a passenger at the time of his injury was left to the jury. The latter returned a verdict in favor of the beneficiary. The company excepted to this verdict, and the higher court in overruling the exceptions said:

### Language of the Court

"A person riding on a running board of a street car with the knowledge and assent of the carrier may be found to be a passenger, and it may also be found that he did not assume the risk of so riding and that he was in the exercise of due care. \* \* \* We see no reason why a person riding upon the fender of a car under similar circumstances may not be found to be a passenger. \* \* \* The insured by riding on the fender was on the car, even if he was not on it in a place where passengers ordinarily travel on street cars.

### Provision Should Have Been Definite

"If the parties had intended that the double indemnity should be paid only when the death was caused by accident while the insured was a traveler within the body of the car, or while traveling as persons commonly and ordinarily travel on cars \* \* \* it would not have been difficult to have inserted words to that effect in the policy. We are of opinion that the words used indicate a purpose to pay the double indemnity whenever the death is caused while the insured is 'traveling as a passenger on \* \* \* a street car', whatever may be the circumstances and however unusual they may be."

## COMPANIES PUZZLED BY NEW KANSAS LAW

(CONT'D FROM PRECEDING PAGE)

that no policy can be cancelled or forfeited "within six months," without first giving notice of intention to cancel. This undoubtedly means that after six months from default the policy can be cancelled or forfeited without notice, on policies written since Feb. 27. On policies issued before that date Mr.

## "BE YOURSELF" IS ADMONITION OF PRESIDENT WILLIAMSON OF CHICAGO

A SALESMANSHIP talk directed to men now writing between \$50,000 and \$150,000 a year, but wanting to increase their sales, was given by W. W. Williamson, Chicago manager for the Phoenix Mutual Life and president of the Chicago Association of Life Underwriters, in an address before the monthly meeting of that organization last week. Mr. Williamson presented some of the methods which he has applied in his own personal production and said that they would be of little value to the big producer, but perhaps a guide post to some of the beginners and smaller producers.

### Income Idea Is Basis

He said that the basis of all of his selling has been the "income idea" of life insurance. Mr. Williamson started in Chicago without knowing anyone and developed as a large personal producer by approaching total strangers with the income idea. He almost developed a "canned talk" on this idea, though it was never presented in exactly the same way. The only thing that was the same was the idea of income being uppermost in the approach. Mr. Williamson's average policy is for \$10,000 and he has made his sales talk to fit Mr. Average Buyer. He looks for the growing man, one who buys "tens" now, but who is growing up into the millionaire class.

### Urges Study of Details

Mr. Williamson said that in his mind the keynote of successful salesmanship is the recognition of details. He said this is true in the salesmanship of any commodity or service. The actor on the stage spends the greatest part of his time in developing little details, passing lightly over the high spots. He concentrates his efforts in bringing out the small things that make the actor a natural human being on the stage. The difference between a good or a poor salesman is the difference between the carefulness or carelessness of that man in observing the things that make up good salesmanship. Mr. Williamson said that with this in mind he always concentrates on the little details in the interviews and lets the case take care of itself as it goes along as far as the generalities are concerned. Thus he has drawn up in his mind a number of rules which he invariably follows in his approach. Some of these he gave as follows:

### Rules of Procedure

1. Rarely go into an office with your coat on. It is too warm in the first place and also looks like you do not intend to visit. Do not take the coat off in the office, as it will cause the prospect to worry as to the length of the stay. If you walk in with the coat over your arm, he cannot tell how long you intend to stay and you will both be comfortable.

2. Be natural in this connection, as in all other details. Do not fold the coat neatly before placing it over the arm, but throw it carelessly over the

arm as you would do at home or any other place.

3. At the desk do not ask whether you may see your man, but say, "I want to see Mr. Flynn."

4. For the man who is going thoroughly in details smile at the homely girl and growl at the pretty girl at the desk. This would be contrary to the usual procedure and would create added interest which would be passed on in the request for the interview.

5. Do not take your hat off, unless you are in the presence of older men or ladies. It will make the interview more natural to keep it on, although respect should always cause it to be taken off in the presence of older gentlemen.

6. When putting down the coat in the office, take it far across the room if possible, in order that it will give a prolonged opportunity to overcome any possible objections on the part of the prospect, when leaving. If the coat is in your hand or on the side of your chair, dismissal means an immediate exit from the office.

7. When you ask for a man's time, ask for four minutes, not five or ten. Anyone asks for five or ten minutes, and four is the unusual. Four means four, while ten minutes means an hour and five minutes any amount of time.

8. Talk income. By this I mean actual cash income and not the benefit of income insurance in terms of "fives" or "tens." You may not sell him on the income plan, but you will get his interest that way. Sixty percent of my business is sold on the income plan, but 100 percent of it is presented on that plan.

9. Never wait for a man in the outside office. It unnerves you and saps your enthusiasm, as well as giving the impression that your time has no value.

10. Ignore 90 percent of the objections made and agree with the other 10 percent, using the "yes, but" method.

### Outlines All Cases

Mr. Williamson then showed on the blackboard the exact way in which he presents the proposition to his prospect. He has a plan worked out in detail in his notebook. He does not, however, display it entirely before the prospect. He keeps a card over the page and lets it down line by line, so that the prospect can only see what has been presented and cannot get ahead of him. Incidentally he always keeps the application in the open by the side of his plan book, so that at any time that a sale is imminent, he can simply hand the pen to the prospect for immediate action. Mr. Williamson believes that there are three things that must appear in all sales talk, heart strokes, pictures and the business transaction. The pictures he fits into every part of the approach that is possible. Thus the quotation of rates is left for the last and is strictly the business side of the approach, the sale having been made or lost prior to that through the use of verbal pictures and heart strokes.

### What Is Forfeiture?

As a final point Mr. Blackburn submits the query, "Is a policy lapsed for nonpayment of premium, forfeited or cancelled if by the terms of the policy it is running on automatic or under extended insurance or is changed to paid up insurance? Must the notice contemplated in the Kansas law be sent when the loan value is exhausted?"

In honor of the birthday of E. L. "Kit" Carson, general agent for the Equitable Life of New York in Wisconsin and upper Michigan agents in his district presented him with 80 applications, the most ever written in a single day by the agency. The total volume was in excess of \$200,000.

## KANSAS NOTICE CASE QUESTION OF NOTE INVOLVED

Company Won the Suit Where Beneficiary Tried to Prove That It Was Liable

In *Clover vs. Bankers' Life of Iowa*, the supreme court of Kansas, 233 P. 1068, the company issued a policy for \$2,000 dated Nov. 28, 1919. The premiums were payable annually, and the insured paid the first annual premium. The second premium which fell due Nov. 1921, was not paid but before it was due the insured paid part of it and executed his note for the balance which was due on May 28, 1922. This note contained the following provision:

### Provision of the Policy

"It is expressly agreed that unless payment is made in full at the time stated, the said policy shall be and remain absolutely void except as to any nonforfeiture provision contained therein or by law."

The note was not paid, and on May 28, the company gave notice of its intention to cancel the policy unless payment were made within 30 days of the mailing of the notice. The insured thereafter died on Dec. 29, without having paid the note.

### What the Beneficiary Contended

Now the policy provided that 31 days of grace should be allowed in payment of any premium after the first, and that the policy should remain in force during that time. On this state of facts the plaintiff (beneficiary) contended that the notice of cancellation had been prematurely given; that the notice should have been given 31 days after the note became due, and not on the day after it became due. This contention the plaintiff claimed was supported by the Kansas statute which required 30 days notice of cancellation of a policy. In declining to uphold this contention, and in holding the company not liable the court said:

### What the Court Held

"When the note was given a new contract was made which extended the time for the payment of the second annual premium. It was a contract made upon consideration. The insured secured an extension of his policy; the defendant obtained money for carrying the policy until the due date of the note, and obtained the note providing for the payment of the premium. The argument of the plaintiff is not good because the 31-day provision of the policy applied to the payment of premiums as provided for in the policy, and not as might be provided for by contracts outside the policy.

### Grace Did Not Attach to Note

"The note extended the time for the payment of the premium, but there is nothing in the note tending to show that the insured had an additional 31 days for its payment. \* \* \* The note did not carry with it the privilege of paying it 31 days after its maturity. The statute did not require the defendant to wait 31 days after the maturity of the note before notifying the insured that the policy would be canceled if the note was not paid. The grace given by the policy for the payment of premiums did not attach to the note."

### Is Now Organizing Iowa

The Peoples Life of Frankfort has started intensive organization work in Iowa. Arthur C. Louette, vice-president and manager of agencies, is in Iowa at present arranging for district agencies. It is the plan of the company to operate the state direct from the home office, dividing it into four or five districts. With the completion of the organization work in Iowa the company will be operating in eight states: Ohio, Indiana, Illinois, Michigan, Iowa, Tennessee, Arkansas and Texas.



## ROSENBLATT TELLS OF SELLING METHODS

Chicago General Agent of State Life of Indiana Explains Business Plans

### WROTE \$745,000 IN MARCH

Using Income Tax Expert to Audit Prospects' Affairs and Demonstrate Estate Shrinkage

S. J. Rosenblatt, Chicago general agent of the State Life of Indianapolis, personally produced \$745,000 of new life insurance during the month just closed. This total was not swelled by the writing of any term business. It was the biggest month that Mr. Rosenblatt has ever had. Last year he produced \$2,565,000 of personal business, and has set his mark this year at \$3,000,000. This, in spite of the fact that on Oct. 10, he expects to take a trip around the world.

#### Wrote \$300,000 on Vacation

Mr. Rosenblatt is one of the most engaging and colorful personalities in the life insurance business in Chicago. He has a business getting way that is all his own. It cannot be duplicated or copied. It even escapes accurate description. He writes his business apparently without much effort. During February, while he was vacationing at Hot Springs, Ark., he wrote \$300,000 of new business while talking to old friends, but principally new acquaintances, on the porch of the Arlington Hotel.

#### Works Only by Appointment

Mr. Rosenblatt occupies a conspicuous place among the Jewish population of Chicago. He is known to the high and low of his people. His manner and his methods have stamped him as "different." He has a freshness of attack that is disarming and compelling. He works only by appointment. He does absolutely no cold canvassing, believing that to do so would lower his standing and weaken his chances of closing larger business.

#### Prospect List of 100

Mr. Rosenblatt has a list of 100 names that he regards as his best prospects and cases to which his immediate attention is to be given. He is, of course, constantly changing this list, adding new names to it, and eliminating those already closed. In planning his work he will look over this list and select a name. He will then put in a telephone call and explain to the prospect that he wants to call on him the next day or that afternoon. The prospect knows he is in the life insurance business and quite frequently hesitates to consent to an appointment. Then Mr. Rosenblatt will say over the telephone, "You are running your business, aren't you? Do I interfere with your business? 'No.'" "Then don't interfere with my business. My business is to see you for about five minutes this afternoon at half past two, and I have to do it. I will be there. I will not take more than five minutes if you don't want me to. I have been neglecting you long enough. I have not called on you for eight months. I admit it. Now, I am going to do my duty and tend to my business and call on you."

#### Paves Way for Future Call

Very often in making the call, after having a telephone conversation of this kind, Mr. Rosenblatt will not attempt to close his prospect on the spot. He will instead simply pave the way for the

## LICENSE NEW COMPANY

### CHICAGO ORGANIZATION PLAN

Builders Mutual Life, With E. E. Rullman as President, Starts Business With \$100,000 Capital

The Builders Mutual Life of Chicago has been licensed by the Illinois insurance department and is now ready to begin operation, writing a life insurance business on Masons and members of Masonic organizations only. The Builders Mutual Life has been in process of organization for several years, though the present charter has only been in effect for the past year. The original charter was abandoned on account of a ruling by the former insurance commissioner which resulted in the charter rights being much broader than desired by the incorporators. The new charter was secured last year and the organization of the company carried through to completion by the first of the year.

#### Writes Masons Only

The Builders Mutual Life is capitalized at \$100,000 and starts with a surplus of \$28,000. It is writing participating business only and is writing policies only on the lives of Masons and members of the Eastern Star, Boy Builders and DeMolay. For the present the company will confine its operations to Illinois, although plans are now being made to make application in several other states. E. E. Rullman, for many years a general agent in Chicago, is president of the Builders Mutual Life. Gilbert Bergslien, formerly Cincinnati manager for the Masonic Mutual Life, is vice-president and Roy Zimmerman, formerly cashier in the Chicago office of the Columbian National Life, is secretary-treasurer. All of the business will be written through the Craftmen's National Service Agency, of which Mr. Rullman is president. This agency has been doing a general insurance business for several years, its life business in the past having been written through the Columbus Mutual Life and other brokerage connections.

The policies which the Builders Mutual Life will issue will all be protective endowments. This is a form which has been issued in the past only by the Columbus Mutual, though the form which will be issued by the Builders Mutual Life will be somewhat different. The rate schedule has not been completed as yet. The copyrights for the protective endowments are controlled by the Craftmen's National Service Agency. The Builders Mutual will have a maximum policy limit of \$10,000.

#### Rullman Is President

Mr. Rullman, the president of the Builders Mutual Life, has long been in the selling end of the insurance business. He started as a representative of the Metropolitan Life in Baltimore and was promoted to assistant superintendent of the Baltimore office. He then went with the Mutual Life, now called the Acacia Mutual, in charge of the Baltimore office. When Mr. Rullman took charge of the Baltimore office of the Acacia Mutual, its total annual business was \$200,000. Eighteen months later he reported an annual business of \$2,500,000. As a result of this record, he was transferred to the Pittsburgh office and shortly after that to the Chicago office. When he took charge of the Chicago office in 1919, it was doing a business of about \$1,000,000 a year. In 1920, the agents and salesmen trained and recruited by Mr. Rullman produced almost \$20,000,000 of paid-for business. The Chicago office paid for more new business during 1920 than was written by the entire agency force of the Acacia Mutual Life in 1918. About three years ago Mr. Rullman resigned as manager of the Acacia Mutual Life and organized the Craftmen's National Service agency.

## HOPE OF BILL PASSING

### ASSESSMENT MEN INTERESTED

Mutual Life Underwriters Back of Act to Create Reserve on American 4 Percent Basis

BUFFALO, N. Y., April 2.—Nelson O. Tiffany, president of the Masonic Life of Buffalo, states that within recent weeks bills have been introduced into the legislatures of New York and Ohio providing that the assessment life companies should have the privilege of creating a reserve on the 4 percent American table.

This conforms strictly to the action taken at the Insurance Commissioners Convention held late in 1924. Mr. Tiffany declares it appears to be the beginning of the end of a long fight on the part of the leading assessment life companies to get legislation which would define methods and practices so closely that unsound and unscientific bases of operation will be prevented in the future and corrected as of the past.

With regard to the bills in New York and Ohio Mr. Tiffany states that there is not likely to be any opposition to them. He believes that they will be rapidly introduced in other states and that opposition will continue to be of little or no importance.

#### Organized Companies Desire Laws

"I do not think that it is generally understood even within the insurance field that this bill is legislation which the leading insurance companies of this group have fought for over a period of several years. When I say the leading companies, I mean, generally speaking, the members of the Mutual Life Underwriters."

The largest and doubtless the most progressive companies within this group, which contains about a dozen members, include the Guarantee Fund Life of Omaha, Neb.; the Illinois Bankers' Life of Monmouth, Ill.; National Life of Des Moines; Empire State Life of Stockton, N. Y.; Knights Templars Masonic Mutual Aid of Cincinnati; Western Mutual Life of Los Angeles; Pure Protection Life of Cleveland, and the Masonic Life of Buffalo.

#### Committee Framed Bill

The present bill was developed by a committee of actuaries composed of George Dyer Eldridge, Boston, as chairman; John W. Barth of Omaha and Frederick A. Draper of Des Moines, Iowa; working with another committee representing the Insurance Commissioners composed of Grady H. Hipp, actuary of the New York department, and Walter A. Robinson, actuary of the Ohio department.

The distinguishing feature of the present bill, viewed in relation to the previous proposals, is that it provides for creating a reserve on the 4 percent American table.

Up to this time no state has as yet passed the law although it is expected that it will be passed in New York and Ohio very soon. The action of the insurance commissioners in approving the bill virtually makes it departmental legislation in each state.

Mr. Tiffany made it clear that the leaders recognized as did also the insurance commissioners that none of the laws in any of the states at the present time governing the legal reserve companies or fraternal could be applied consistently and fairly to the assessment associations.

#### Sleeper Attends New York School

Paul DeVoe Sleeper, who has been doing field work in Atlantic Life agencies since the fall of 1924, is now attending the New York University School of Life Insurance Salesmanship. After completing the course there, Mr. Sleeper will continue in agency work with the Atlantic.

## LIFE COMPANIES HELP REHABILITATION WORK

Little Data Yet as to Claims From Southern Illinois and Indiana

### TAKE LIBERAL ATTITUDE

All Lend Hand in the Tornado Stricken District—Do Not Press Premium Payments

The Prudential declared a moratorium on premium collections so far as industrial policyholders are concerned in the tornado section of Illinois and Indiana. The length of time of the moratorium will depend on the progress of rehabilitation.

The Metropolitan Life established nursing headquarters at a number of points in the tornado swept district and sent a number of welfare workers into the territory to assist. It also arranged to waive immediate payment of premiums, declaring that policies will not be lapsed for nonpayment after the regular grace period, but will be given additional time.

The Prudential instructed Special Inspector A. G. Hemford, Inspector William J. Thesing of St. Louis and Inspector G. A. Schulke of Quincy, Ill., to cooperate with the relief agencies in the storm swept district.

#### Northwestern Mutual Life

Only one death claim has been received to date by Northwestern Mutual Life from the tornado-stricken area in southern Illinois and Indiana, according to E. H. Hooker, superintendent of claims for the company. It is expected that its share of the 800 odd fatalities in that section will be considerably swelled when agents are able to forward proofs of death. The single claim received to date comes from Kentucky. In addition to this claim, many agents have solicited from the home office information as to what proofs of death are required in cyclone cases, indicating that others will come in.

The Illinois Bankers Life officials are congratulating themselves upon their experience in the southern Illinois storm district. The company had a large number of policies there and particularly in Murphysboro and West Frankfort, where the storm toll was highest. Despite this situation, however, only two death claims have been filed.

#### Western and Southern Busy

The very moment the tornado was reported the Western & Southern wired every branch office in territory affected to pay every claim on the spot. Proofs could be submitted later on. A number of claims have been paid already. The Western & Southern, as usual, in all disasters, sent a corps of special men to render all possible help and service to the people in the stricken area whether or not they were policyholders of the company.

It has been estimated that the Metropolitan Life had policies on a fourth of the persons killed in Murphysboro and vicinity, but these were for the most part small claims. Many of the children killed were insured for from \$40 to \$100. Twenty-seven claims settled by this company are said to have amounted to only about \$5,000.

The Prudential also had a very large number of industrial policies in the storm zone.

#### MANY ADJUSTERS WORKING

NEW YORK, April 2.—Both the Metropolitan and Prudential have large corps of adjusters in the area stricken

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**COLUMBIA LIFE RALLY****AGENTS MET IN CINCINNATI**

President S. M. Cross Presided at the Various Business Sessions—Prizes Awarded to Salesmen

President S. M. Cross of the Columbia Life of Cincinnati presided at the various sessions of its agency convention devoted to selling plans and educational discussions. Some 40 general agents and leading producers were in attendance. The opening session was conducted by Frank W. Bland of THE NATIONAL UNDERWRITER, who presented selling ideas gathered from various life underwriters whom he had met in his work. The feature of this session was a sales demonstration for a married and an unmarried prospect.

President Cross announced the company's intention of buying or building a home office just as soon as a suitable location could be secured.

**General Counsel Schindel Spoke**

J. R. Schindel, general counsel, presented the subject of "Life Insurance as It Affects Federal and State Taxes." He pointed out the necessity for an agent to familiarize himself with the taxation legislation.

A. W. Thrasher, who is a great advocate of daily and weekly report cards being kept on his work, pointed out the value of a daily inventory so as to get the most out of one's time.

F. S. Kingsley, who has been in the life business about a year, and who formerly sold stocks and bonds, said that the reason for his being in life insurance work was because of the renewal account feature. He said that when he sold a man in his former work a bond of \$10,000 with a safe yield of say, 5 per cent, the man would consider this a good investment, namely, \$500 per year. He showed that every \$500 of renewals an agent would have would be the same as his having \$10,000 in securities in his own name. Mr. Kingsley produced over \$400,000 his first year.

**Dr. Charles Weber Spoke**

The agents and their wives were the guests of the company on a visit to the Cincinnati Zoological Gardens. Saturday morning Dr. Charles Weber, vice-president, told of the company organization and its progress. Frank B. Cross, Jr., the company's leading personal producer, outlined the sales possibilities in the company's special ordinary life contract.

On Thursday night the agents and their wives were tendered a dinner, followed by a theater party. Friday evening the banquet was held at which the cash prizes for the convention efforts were given by President Cross. The winners were, Class A, Floyd S. Kingsley, Cincinnati, \$100; Frank B. Cross, Jr., Cincinnati, \$75; Morris Biem, Columbus, O., \$50. Class B, A. A. Redmon, Owenton, Ky., \$100; H. H. Rubin, Columbus, O., \$75; Otto Hormick, Xenia, O., \$50. W. E. Curry of Bevey, Ind., was awarded \$25 for producing an application a day for the last five days of the contest.

**LIFE COMPANIES AIDING IN REHABILITATION WORK****(CONT'D FROM PRECEDING PAGE)**

by the recent tornado through the middle west, settling claims upon the lives of industrial policyholders. Neither company is as yet in a position to report on the losses, as it is deemed more important to make payments than reports in order to speed up the alleviation of the suffering as much as possible. These two companies had many policyholders throughout the section, handling the great bulk of the industrial business, inasmuch as the smaller companies usually confine their industrial business to the larger cities, whereas the two giants of the industrial business extend their operations through the smaller towns.

**STRANGE LAW PASSED****MEMBERS ARE NOT PROTECTED**

Stipulated Premium Companies Without Reserves and Without Assessment Clause Authorized in Arkansas

One of the strangest life insurance bills ever passed is the new stipulated premium law that has just been enacted in Arkansas. It is act No. 123 of the 1925 legislature.

It provides for the organization of stipulated premium life companies and authorizes the organization of such companies with any amount of capital from \$50,000 up, but provides for no policy reserve whatever and requires no assessment or "safety" clause in the policies. Only 20 percent of the capital need be paid up.

**Trivial Test of Solvency**

The act provides that any such company shall be deemed to be solvent so long as its total assets are equal to or in excess of its paid up capital stock, plus its bills payable, and the death or sick and accident claims approved for settlement or established as valid claims through a decision of a court of competent and final jurisdiction of Arkansas. If a company is found insolvent even under this trivial test, it can still do business for 60 days after notice from the insurance commissioner to relieve the insolvency.

**Can Take Funds for Dividends**

Thus any crowd of five men that can muster \$10,000 between them can engage in the insurance business under the sanction of the state and collect premiums for years without any practical accounting of the sums received. Any sums in excess of the liabilities named in the law can be paid out in dividends to the stockholders.

Not only new companies can operate on this plan, but any assessment companies now organized in the state can be brought under the new law simply by a vote of a majority of the board of directors. Any assessment company now organized in the state, no matter how inadequate its rates for the eventual payment of its policies, can be turned over to a group of five men, and all money in excess of the minimum solvency requirements can be taken by these men as dividends to themselves.

**Members Have No Voice**

Such assessment concerns can either reorganize or reincorporate under the act, or reinsure their members or policies in a company organized under the act, by mere action of the board of directors, and the new law expressly states that the membership shall be bound by the conditions of the reorganization. Any stipulated premium company or association operating under the act is given the right to consolidate with or take over the membership and assets of any association or insurance company, apparently in any state, and the membership or policyholders shall be bound in all respects by the contracts of consolidation as filed with the insurance commissioner of Arkansas.

A deposit of \$10,000 with the state is required, which is equal only to the minimum paid up capital. This deposit is subject only to claims on which final judgment has been rendered by a court of final jurisdiction in Arkansas. If any of the deposit is used by the insurance commissioner to satisfy judgments, the company has 60 days to make good the deposit.

**Lends Color of Approval**

There are several provisions the effect of which is to lend the color of state approval to any companies operating under the new law. One is the deposit provision, which naturally will be used by agents as a state assurance of ability to pay claims. Another is a requirement that the policy forms, rates and by-laws shall be filed with the com-

**START RADIO ACTIVITY****METROPOLITAN LIFE PROGRAM**

Will Do Broadcasting Every Monday Evening and Will Have Setting Up Exercises Daily

NEW YORK, April 1.—The Metropolitan Life opened its broadcasting station Monday night with an address by Vice-President Cox who has supervision over the station on the plan of operation. The studio is on the 27th floor of the tower and is linked up with station WEAJ of New York, WCAP of Washington and WEEL of Boston, which will give a range over all of New England, the Middle Atlantic States as far west as Pittsburgh and south to Georgia. It is estimated that 40,000,000 people will be within easy range of the setting up exercises to be broadcasted every morning from 6:45 to 7:45 o'clock under the direction of Arthur E. Bagley, who has been engaged in that work for some time. There will be two classes each morning, one from 6:45 to 7:15 and the other from 7:15 to 7:45.

**Secretary Hoover Speaks**

On Monday evenings from 8:30 to 9 o'clock health talks will be broadcasted. The first of these was given from Washington last night by Herbert Hoover on behalf of the Child Health Association. General Pershing was also to speak, but as he was unable to be present he sent a telegram on the benefits of morning setting up exercises as used in the army. This was read by Mr. Cox to those who had tuned in. Because of lack of time Col. H. J. Koehler, for about 40 years in charge of physical training at West Point, was unable to speak but he has consented to give one of the weekly health talks within two or three weeks. The first of these setting up classes was broadcasted Tuesday morning. The studio in the Metropolitan tower is most completely and attractively furnished for the purpose. A folder has been prepared for distribution showing diagrams of the various positions and exercises which will be given over the radio, as well as practical health rules and suggestions.

missioner, although the commissioner is given no power to pass upon them. The deposit with the state is to be known as the guarantee fund, and the term will also give color of solvency to the concern.

Stipulated premium companies of other states can be licensed under the act, and will be subject, in Arkansas, only to the provisions of this act. Companies under the act can write accident and health as well as life insurance.

Another act defines and provides rules for the regulation of assessment life, health and accident associations or companies and industrial companies, for which there has been no adequate regulatory legislation in Arkansas heretofore.

**Union Central's Increase**

Reports up to but not including March 31 give the Union Central a total production for March for an amount slightly over \$22,000,000. This compares very favorably indeed with the March, 1924, showing of \$18,388,000. The increase of the Union Central for the year to date over 1924 has been in the neighborhood of 20% which ratio is continued for March.

**Mutual Life's Chicago Record**

Darby A. Day's Chicago agency of the Mutual Life of New York, closed the first three months with \$10,000,000 new business. Of this amount \$4,000,000 was written during March. The men put on an extra spurt in March owing to the absence of Mr. Day, who was called to Los Angeles on account of the accident that befell his son.

**VOTE SOON ON MERGE****TWO COMPANIES WILL JOIN**

Northern States Life of Hammond, Ind., Will Take Over Northern States of Minneapolis

Negotiations which have been under way whereby the Northern States Life of Hammond, Ind., will take over the Northern States Life will be voted April 7.

Following the death of President W. Dalton of the Northern States Life of Minneapolis, the directors had to decide whether they would continue the company or merge it with some other. Inasmuch as the Northern States Life of Hammond has the same name and naturally will expand in due season, seemed the natural one with which the Minneapolis company would desire to merge. A number of companies looked over the Minneapolis company with the purpose of purchasing it. President E. Sharrer of the Hammond company had a careful examination made and being a personal friend of R. F. Marquis, recently elected president of the Northern States of Minneapolis, it seemed desirable to unite with a company of the same name. The Northern States Life of Minneapolis has been conducted in a conservative way, whose capital is \$100,000 surplus \$22,806, assets \$499,363, business in force, \$7,260,000.

The Northern States Life of Indiana has over \$4,000,000 in force and through its regular agency organization is out for \$25,000,000 in force at the end of this year.

When the financial statement of the merged company is brought out, it will give insurance in force, \$28,000,000; assets, \$2,408,166.

**RESULTS OF THE CONTEST****Connecticut General Life Announces Achievements in Anniversary Drive of Six Weeks**

"The sixtieth anniversary contest of the Connecticut General Life, just completed, brought the company the largest amount of business it has ever had in a six weeks' period.

The company's quota for the six weeks was \$500,000 in new premiums. The production of the agency force exceeded the quota by 78 percent, written premiums totalling \$892,000. New life insurance written amounted to \$21,866,000. New accident premiums amounting to \$65,000 were written.

Every agency was given a premium allotment for the contest period and nearly all agencies exceeded their allotment. The Pittsburgh agency topped the list with 1,183 percent of its allotment, the Indianapolis agency was second with 692 percent, Buffalo third with 403 percent and Wilkes-Barre fourth with 309 percent. Ten other agencies made between 200 and 300 percent of their allotments and 37 agencies made between 100 and 200 percent of their allotments.

Thirty agents wrote an application for every working day, 36 or more for the entire contest period.

**Notre Dame Insurance Plan**

An insurance policy of \$50,000 running over a period of 20 years is the gift of the senior class at the University of Notre Dame to their school. Under the terms of the proposal, certain members of the class of 300 will be insured against death or injury, the school being made the beneficiary.

Premiums on the policy, which really will be several policies, will be collected by the alumni secretary's office, and turned over to the school. All details of the policy will be handled by the alumni secretary.



THE  
**STATE LIFE**  
**INSURANCE COMPANY**  
 INDIANAPOLIS

MORE THAN  
**TWENTY-ONE MILLION DOLLARS IN SECURITIES**

Deposited with the State of Indiana for the  
 Sole Protection of Policyholders

PROGRESSIVE :: CONSERVATIVE

**The Growth of Oak    The Solidity of Granite**

On Agency Matters Address, **CHARLES F. COFFIN**, Vice-President

# Inter-Southern Life Insurance Co.

Louisville, Kentucky

## RESOURCES

- (1) Has on deposit with State Treasurers for the security of all policyholders ..... \$ 7,517,847.18
- (2) Has loans to policyholders within policy reserves ..... 2,532,499.77
- (3) Has other invested assets ..... 568,720.16
- (4) Making total carefully invested securities covering all liabilities ..... \$10,618,067.11
- (5) Over and above these resources the Company has invested capital and surplus for the further protection of policyholders amounting to ..... 962,976.17
- (6) Making total assets of ..... \$11,521,843.28

**Insurance In Force . . \$102,408,409.00**

## DIRECTORS

- |   |                 |   |                     |
|---|-----------------|---|---------------------|
| <b>JAMES B. BROWN</b> ,<br>President National Bank of Kentucky,<br>Chairman of the Board Inter-Southern Life<br>Insurance Co.                     | Louisville, Ky. | <b>JAMES F. RAMEY</b> ,<br>Secretary-Treasurer Fidelity Life and Accident<br>Insurance Company.                 | Louisville, Ky.     |
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|   |                 | <b>C. B. NORDEMAN</b> ,<br>Assistant Secretary Inter-Southern Life<br>Insurance Company.                        | Louisville, Ky.     |



## DANGER IN PLAN OF UNTERMYER FOR GOVERNING THE LIFE COMPANIES

**J.** DUBOURG, agency manager of the Providers Life of Chicago, refers to a recent editorial concerning the suggestion of Superintendent Beha of New York that a law should be passed giving his department the power to nominate a certain number of directors on the administration ticket to be voted for by policyholders of mutual life companies. Reference was made to Samuel Untermyer's claim that there should be direct government control of such companies. Mr. Dubourg says:

"I regard your editorial very appropriate with possibly the slight exception that you take a very lenient attitude in your criticism of these two would-be mutual insurance reformers. Mr. Untermyer advised that 'the plan recommended by the insurance superintendent would fail.' This being final, in so far as Mr. Untermyer is concerned (and I certainly agree with him) he offers 'Direct governmental representation on the board of directors,' of these institutions. Mr. Beha's recommendation is 'The superintendent of insurance should have authority to nominate a certain number to stand for election on the board of directors.'

### Points Out Results

"Mr. Untermyer recommends 'governmental representation,' and again 'directly by the government.' Since both Messrs. Beha and Untermyer offer a remedy for the future government of mutual life companies, they must know or believe that an existing disease is inflicting these companies, for it would be regarded very foolish to prescribe or operate on a patient in perfect health.

"So far, what has been the result of legal reserve life insurance in America

since the Armstrong investigation? Both mutual and stock?

"1. Not a single policyholder has been denied the just proceeds of his contract as bargained for nor has he been denied any of its privileges.

"2. Not a single beneficiary has been denied his or her just share in any settlement.

"3. Of all efforts conceived for the amelioration of society by society, none has proven better nor safer than legal reserve life insurance. As a moral and economic force, it commands the highest tribute of our present day civilization.

### What Life Insurance Does

"4. Life insurance teaches habits of thrift, thereby reducing the percentage of pauperism and indigency by a method that is sure, direct and practical. It provides a support for widows, orphans, old age and financial assistance in times of depression. It is a guardian of health, habits and conduct in life. It teaches and imparts the greatest virtue that mankind can possess: Love and unselfishness. He who insures for the protection of those he loves is truly unselfish.

### Is Strong Economic Factor

"5. As an economic force and factor, it has no equal. The many premiums deposited by policyholders with legal reserve life companies, in addition to making the materialistic uncertainties of life from death certain, create a means of centralizing in the safe and secure reservoirs of life companies, sufficient available capital enabling municipalities, counties and individuals, to finance at a moderate rate of interest large enterprises which would otherwise be difficult, if not impossible. In so doing, it becomes the creator of mate-

rial creation; therefore, the zenith of the tangible, visible and practical evolution of success. Success, is nothing more than the creation and participation of more and more of the good things of life, for more and more of the people of life.

### Would Become Rubber Balls

"This is the business that Messrs. Beha and Untermyer desire to reform. I am of the opinion that such a reform could give a splendid idea to one of our noted cartoonists in his cartoons of 'Can You Beat It?' Mr. Untermyer brands the state superintendent as a 'Rubber Stamp.' Whether this be true or not, I do not know. I fear that if either Messrs. Beha's or Untermyer's project be legislated into law, the final result would become this: Mutual companies would then become rubber balls, to be bounced at the whims of a few political asses. I am of the opinion that it would be far better for this government and its many officials and influential citizens to follow the lesson taught by the careful, economic and safe government of mutual companies, rather than the government encroaching once more on private business in trying to offer a remedy to cure a disease which does not exist."

### Carried Big Insurance Line

Melville L. Wilkinson, president of the Scruggs, Vandervoort & Barney Dry Goods Company of St. Louis, Mo., and a director of the Missouri State Life, who died March 15, left life insurance which totaled \$565,000. Of this amount \$315,000 named his widow as beneficiary. He also had a policy for \$100,000 in favor of the Denver (Colo.) Dry Goods Company, which is owned by Scruggs, Vandervoort & Barney, and another \$150,000 which named the St. Louis dry goods store as beneficiary. It was learned that about a year ago he had under consideration plans to take out another \$500,000 of insurance in favor of the St. Louis store, but this was not done.

## PLAN BRITISH MERGER

### IS ABSORBING GENERAL LIFE

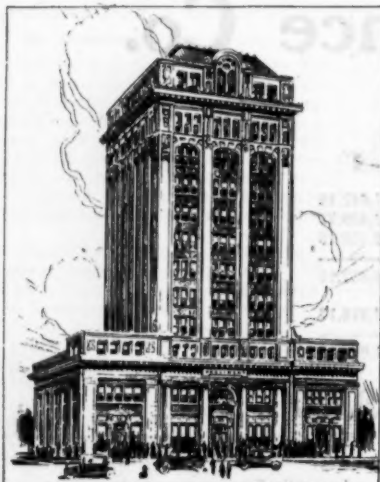
General Accident of Scotland Is Buying the Controlling Interest of the London Company

The General Life Assurance of London has issued a letter to stockholders stating that negotiations have resulted in an offer from the General Accident of Scotland to purchase shares of the General Life at £21 each. They are recommending that the share holders accept. It indicates a further step in the expansion of the General Accident. At the beginning of January, the market price of General Life shares was £10. At the end of the month an increase was established and on Feb. 13 the shares were being dealt at £20. The authorized and issued capital of the General Life is £1,000,000 of which £50,000 is called up in 10,000 shares of £100 with £5 paid. A dividend of 10 percent has been paid during the last two years together with a bonus of 2½ percent.

The General Accident was established in 1885, under the management of F. Norie Miller and has made remarkable progress. At the end of 1923 the premium income other than life aggregated £4,681,900. The General Accident's life department is of more recent origin. The General Life is a much older company having been founded in 1837. Many years ago the company had a fire connection but this was sold to the London & Lancashire and since then only ordinary life insurance has been transacted.

The General Accident in this country is managed by Frederick Richardson. It is making real progress.

Paul H. Kremers of Milwaukee, manager of the Penn Mutual Life in Wisconsin, has returned from spending his winter vacation in Florida.



Provident's Own Building

## Fast Growing Southern Company

Offers, in addition to policies designed to meet actual human needs, a service that promotes a real spirit of partnership between the company and its agents.

Life department inaugurated in 1917. Now has nearly \$25,000,000 of insurance in force.

Advantageous Agencies Now Available in the Following States:

North Carolina  
Virginia

Georgia  
Florida

Texas

## DOMINANT IN TWENTY STATES In the Health and Accident Field

### THE PROVIDENT LIFE AND ACCIDENT COMPANY

Dept. U

Chattanooga,

Tennessee

#### 1924 SIGNIFICANT FACTS

Premium Income .....	\$ 2,851,794.40
Gain in Premiums .....	307,496.44
Gain in Assets .....	418,043.97
Gain in Reserves .....	380,821.59
Gain in Life Insurance .....	6,843,166.00
Life Insurance in Force .....	22,544,399.00

Surplus and Reserves to Policyholders..... 2,183,194.73



# W. A. Milder

## Northern Illinois Manager

is vigorously developing his territory which extends a little below Springfield on the south. For this rich and prosperous territory he wants seven men for district managers.

Watch this space for his special announcement next week or better still get in touch with him at once if you are qualified to build with him. You can reach him by addressing the home office.



Chicago, Illinois

*The Peoples Life has a future for you.*

## The Royal Union Life INSURANCE COMPANY

Des Moines, Iowa

DECEMBER 31st, 1924

Assets - - - - - \$ 17,061,347.06

Insurance in Force - - - 118,031,431.00

A. C. TUCKER, President

D. C. COSTELLO, Secretary WM. KOCH, Vice-President



'Protector of the Home'

## In Five Years this Company has increased

its business in force.....	147%
its premium income.....	133%
its assets.....	190%
its reserves.....	267%
its surplus to policyholders..	17.5%

## It's a good Company to tie to

For the right man, we will enter the State of Florida. Many opportunities are available in Ohio, Kentucky, West Virginia, Tennessee, Michigan, Pennsylvania, New Jersey, Mississippi, Arkansas, Texas, Nebraska and Iowa.

## THE OHIO NATIONAL LIFE INSURANCE COMPANY

CINCINNATI, OHIO

W. F. Macallister, Agency Mgr.

T. W. Appleby, Pres.



## CONVENTION OF BUFFALO AGENCY INTRODUCES MANY NEW FEATURES

**C.** G. MONSER, head of the Johnston & Monser agency of the Mutual Benefit at Buffalo, introduced many valuable features in a recent convention attended by salesmen of this agency and representatives of various Mutual Benefit agencies throughout the country. The convention was the most successful ever held by Mr. Monser's forces and in many ways a model worthy of study by agency managers elsewhere.

In the past, Mr. Monser had decided that set talks interfered with rather than aided the efficiency of the sales meeting and therefore a fundamental of his planning this year was to make the entire program informal. There were few set talks and everything throughout the three days' session was left subject to change, plastic so that any situation arising could be promptly and properly handled.

### Frequent Shifts in Program

Mr. Monser was in charge of all meetings and he went about from group to group and from meeting to meeting, making changes here and there as needed to keep the whole affair working towards the ends in view. If interest lagged during a serious business talk, Mr. Monser revived it by interjecting a speaker with a fund of humor or inspirational ideas, whether such a speaker was next on the program or not. If the talks were tending too much towards levity, he would bring in a brass-tacks speaker to get the assemblage back to business.

Naturally, such a policy necessitated many shifts in the program. For example, in the final session one of the speakers was a nationally-known insurance authority with a gift for public speaking. His address was especially

inspirational, emotional and intensely practical. It worked the audience up to a high pitch and the speaker was applauded for several minutes after he had finished. Although there were three speakers yet to come, Mr. Monser ended the convention then and there, for he saw that anything thereafter would be an anti-climax and he wanted to send his men away with the inspiration aroused by the speaker, undulled by further technical talks.

### Many Outside Stars

This convention was attended by about 90 men of the Johnston & Monser agency, which takes in about half of New York state, and some 60 leading salesmen of outside Mutual Benefit agencies, coming from 16 different states. Among the outside stars were R. Keith Charles of Anderson, S. C., who has held the world's record for the largest number of cases closed in a single month (255 at that time); Sam Sturm of Cincinnati, leading producer of the Mutual Benefit organization for several years; J. S. Drewry and Sidney Freiberg, also of Cincinnati; Edward Brown, Detroit; A. L. Potter, Boston; W. E. Wright, Toledo; Wallace King, Lima, O.; A. H. Kollenberg, Grand Rapids, an authority on business insurance; F. N. Maddix, Boston; L. A. Cerf, Jr., New York, and A. S. Ingersoll, Chicago.

Clay W. Hamlin, W. H. Stanley, C. E. DeLong and E. L. Monser were among the stars of the Buffalo agency present. Harry Glatz, the new holder of the world record for one month, attended one day of the convention.

Another fundamental of this convention was the grouping of the men, the object being to get more intensive study and work than is possible in a large

meeting. The first day all those in attendance were divided into small groups, not to exceed 11 men each. The chairmen were given topics in advance and coached to bring out from the men under them constructive ideas and their selling experiences in the field.

Outside agency stars were apportioned among the various groups, some acting as group chairmen. Where an outside agency had sent more than one man, these were apportioned among the various groups so that when they returned to their respective home offices they could give their fellow salesmen who had not attended the Buffalo convention, the ideas developed in several different groups.

### Five Subjects Discussed

The following five subjects were taken up in each group: 1, Securing leads and prospects—(a) Sources of prospect's names; (b) methods of filing and using. 2, Approach. 3, Presentation—(a) set sales talk; (b) extemporaneous sales talk; (c) new ideas. 4, Closing—(a) definite sale; (b) sales with examination first. 5, Settlements—(a) prepayments; (b) notes and other deferred payment plans. Topics were rotated. Each man was required to talk, answer questions and take an active part in the work.

All men in service less than two years were put in separate groups and handled by expert agency trainers from various general agencies. The subjects discussed in these junior groups were naturally more fundamental than those in the advanced groups.

### Hear Home Office Methods

On the second day of the convention all present assembled in the ball room of the hotel where the event was held to hear a discussion of how the home office handles cases by Dr. W. A. Reiter, assistant medical director of the company. A questionnaire followed his talk. Then an official of the inspection bureau discussed the handling of inspections for insurance companies.

There was another speaker from the home office.

In the afternoon the entire body divided into two groups, one to discuss income insurance and the other, business insurance. These discussions were also informal, each under the direction of a man who was an expert in the subject in hand. A later session developed into a school of instruction on other special kinds of policies.

### "Do You Carry \$100,000?"

At a general session, with no set program, one of the star salesmen presented a talk on selling large policies. After his talk one of the men from the floor told of his own record, explaining that in spite of everything he could do he could not seem to land the big ones. He asked the speaker if he could make specific recommendations for his individual case by which he might break into the class of agents who occasionally sell a single case running from \$100,000 up.

"Do you carry \$100,000 worth of insurance on your own life?" the speaker shot at him.

"No—far from it. I can't afford it" was the answer.

"Then how can you expect to sell any man \$100,000 of insurance?" the speaker queried. "If you are not sufficiently sold on life insurance yourself to carry the ultimate amount of insurance that you could possibly pay for, you haven't got the \$100,000 viewpoint that is necessary to land the big cases."

### Must Get the Viewpoint

"Suppose you can't afford it on your present income. A man will go in debt to build a home or to do any one of a dozen other things that we all consider essential to the up-to-date family. Life insurance is just as essential as any of them. If you take out more life insurance than you can pay for without cramping yourself, you've just naturally got to work harder than ever before in your life. And once you have acquired the \$100,000 viewpoint you will

**THE PAN-AMERICAN LIFE INSURANCE COMPANY** of New Orleans, U. S. A., with outstanding insurance in force of more than \$130,000,000 and assets of \$15,000,000, has two splendid general agency openings in Ohio, and in addition to a valuable territorial franchise, giving exclusive agency rights, offers substantial financial assistance to the right men.

Pan-American Service includes both Standard and Substandard Insurance, Group Insurance and Child's Educational Endowment. The Company also has a most complete line of both Cancellable and Non-cancellable Accident and Health Policies.

Its Field Service Department, which we believe to be unsurpassed, not only assists in locating and training new agents, but assists our representatives in securing Insurance prospects.

The Company invites correspondence with men eligible for these general agency appointments. For further particulars

Address: E. G. Simmons, Vice-President and Gen'l Mgr.

**Pan-American Life Insurance Company**  
NEW ORLEANS, U. S. A.

Crawford H. Ellis, President



## Paving the Way to Successful Interviews

***Strong, Convincing Letters—Extra  
Dividend Checks — Radio Maps  
and Programs — Birthday Cards***

These are a few of the aids which the Bankers Life Company is constantly supplying to the salesman to beat down resistance, insure friendly consideration and make the "sale" easier.

**BANKERS LIFE COMPANY**  
**DES MOINES, IOWA**

George Kuhns, President

## ATLANTA

THE BUSINESS CENTER OF THE SOUTH

An unusual opportunity awaits the man capable of organizing a real life insurance

**GENERAL AGENCY**  
*with Headquarters in Atlanta, Ga.*

We are in a position to offer an attractive proposition to the applicant we consider qualified to take over the development of this excellent territory.

Apply at once if you feel that you are the man we are looking for.

N-58, Care National Underwriter

P. S. Desirable openings in Texas, Kentucky, West Virginia and Michigan are also available.

## CENTRAL STATES LIFE INSURANCE COMPANY SAINT LOUIS

All Ages up to 65  
Participating and Non-Participating Policies  
Standard and Sub-Standard Risks  
Prompt Service

Excellent territory for General Agencies  
open in Illinois, Minnesota, South  
Dakota, Kansas, Missouri, Wyoming  
and California :: :: :: ::

## LOUISIANA STATE LIFE INSURANCE COMPANY

Home Office, Shreveport, La.



### TEXAS

J. C. EVERETT, Manager  
317 Wilson Building Dallas, Texas

### ARKANSAS

J. E. LEEPER, State Manager  
P. O. Box 1077 Little Rock, Arkansas



*We may have just what you are looking  
for. Why not get in touch with us?*

FORTY-NINE MILLIONS OF LIFE INSURANCE NOW IN FORCE

## Manager Wanted for Territory in OHIO

TOLEDO  
CLEVELAND  
COLUMBUS  
CINCINNATI

**T**HE Cities and Surrounding territory above are exceedingly choice. It is very evident such rich fields will soon be snapped up.

Only aggressive, wide awake men of integrity and proven ability will be considered.

Why not represent a Company that is forging to the front?

The Indianapolis Life Insurance Company has an absolutely clean record of 19 years steady growth. Contracts that appeal—low initial premiums that reduce by very liberal annual dividends. The Company paid 20% extra dividend in 1923 and 1924, and increased its dividend scale for 1925 an average of 26%—write if you believe you can qualify.

## The Indianapolis Life Insurance Company

FRANK P. MANLY, President

INDIANAPOLIS, INDIANA

CONTRACT DIRECT WITH HOME OFFICE

be making sales of policies so much larger than you are now making that this in itself will enable you to take care of the increased insurance premiums you will be paying."

The speaker brought the enthusiasm of the gathering to a high pitch. The man who asked the original question applied on the spot for enough more insurance to bring his total up to \$100,000. Four or five other men did the same. A Buffalo physician who was present at the meeting took out \$45,000. Several men applied for from \$25,000 to \$50,000 each. In all, upwards of \$1,000,000 of life insurance was written on the lives of those attending the convention.

### Record of Agency

The Johnston & Monser agency was formed in 1906 and has doubled its business every five years since then. Last year the agency paid for \$15,599,000 in the Mutual Benefit alone. Forty Johnston & Monser agents paid for from \$100,000 to \$1,300,000. Twenty-five paid for between \$25,000 and \$100,000.

The agency includes the Buffalo territory and 32 counties of western and central New York state. As has been said, Mr. Monser is the directing partner. A. S. Johnston, the senior partner, is also senior partner in the firm of Johnston & Clark, Detroit. These two agencies together sell upward of \$40,000,000 annually.

### DECLINE IN THE DEATH RATE

Annual Report of the Welfare Department of the Metropolitan Life Is of Interest

The annual report of the welfare department of the Metropolitan Life states that the decline in the death rate for 1923 as compared with that for 1911 in the industrial department of the company has meant a saving of 25,000 lives. Allowing for the decline in the general population of the United States for the same period, there was a net saving among the company's industrial policyholders, over and above that expected from the general population figure, of 30,000 lives. This latter figure indicates the improvement in mortality among industrial policyholders which may be credited to the efforts of company. It was also stated that in 4,000 cities and towns in the United States and Canada, nurses of the Metropolitan Life made 2,565,295 visits to 543,753 policyholders last year.

### Contesting \$20,000 Claim

The Massachusetts Mutual Life has contested the claim for \$20,000 life insurance on the life of the late Graham E. C. Root of Lenox, Mass., alleging misrepresentation. The insurance company claims that Mr. Root had become afflicted with chronic indigestion and diseases of the heart prior to the time of his application for insurance in July, 1923, though in his application he stated that he had had no medical advice for the preceding five years and at no time had suffered chronic indigestion or diseases of the heart. The complaint states that the company desired to return the premiums totaling \$700.40, but the defendant refused to accept the offer and to surrender the policies.

### Little Gem Charts Out

CINCINNATI, O., April 1.—First copies of the 23rd annual edition of Little Gem Life chart were issued from the press of THE NATIONAL UNDERWRITER here today and distribution of the 40,000 edition will proceed as rapidly as possible, the deliveries being at the rate of 1,800 copies a day.

### Grange Life Expanding

The Grange Life of Lansing, Mich., has leased offices adjoining its present quarters on the top floor of the American State Savings Bank building and will extend its offices. The expansion is, according to officers, made necessary by increasing business.

## Loyalty

In Army and Navy circles this word carries another meaning—DISCIPLINE.

A multi-millionaire manufacturer once told me that he regarded LOYALTY as the supreme test of worth in any man or woman; and the absence of it cause for distrust, no matter how palpably efficient the employee might be.

We are seeking to build the Agency Organization of this company upon the rock bottom of LOYALTY. We do not propose to enter the home of any competitor or associate in this business and alienate a single member of their organization.

I have said it before that I do not care whether a man knows the difference between a three or a three and half percent reserve or whether or not he ever saw a rate book.

We want MEN who are equipped with sufficient education, 100% Americanism, back bone and a belief that they can do bigger things. We are getting them and you will have more of them. Are YOU a candidate.

What do you think of my ideas about these matters? It costs two cents to write me a letter on one side of a letter paper sheet. It will have careful consideration and a reply.

GAYLORD DAVIDSON  
Agency Manager

The Western  
Reserve Life  
Insurance Company  
MUNCIE, INDIANA

J. H. Leffler, President  
J. W. Dragoo, Secretary

### Do you sell Accident and Health Policies?

If you do—you need the Casualty Review.

If you don't you are passing up a profitable sideline.

The Casualty Review will help you get started and once started will keep you going. It is the only publication devoted solely and exclusively to the Accident and Health business. It contains real helpful business-getting hints and suggestions. There are special articles on the methods that particular men have used successfully, departments, pictures, and other helpful material. It is an honest to gosh money-maker for H and A salesmen.

You can get this live red-blooded salesman's magazine for a whole year for two dollars. Twenty cents will bring you a sample copy. Act now. You'll never regret.

THE CASUALTY REVIEW  
1362 Insurance Exchange  
Chicago



## SOME RECENT COURT CASES THAT INVOLVE LIFE INSURANCE

**As to Rescission of Policy for Material Misrepresentations.**—When plain-  
insured defendant, the latter in his  
application stated: "I am not deformed;  
I have had no bodily or mental disease,  
nor have I received medical or surgical  
attention within the past five years, ex-  
cept as herein stated." Defendant had  
consulted and received medical attention  
from several physicians during the stated  
period. But the court found that it  
had not been established that defendant  
had a bodily or mental disease as the  
issue was defined by the authorities.  
Held that defendant's representation  
must be interpreted as meaning that  
he had not been treated nor had he  
consulted a physician for any mental or  
bodily disease or infirmity. Punctua-  
tion would not be permitted to defeat  
the evidence purpose of the writing.  
Rescission denied. *Travelers vs. Pome-  
rantz*. N. Y. Sup. Ct., Special Term,  
Part IV, Dec. 23, 1924.

**Attempt of Original Beneficiary to Prevent Substitution.**—The insured had  
named his uncle as beneficiary, but later  
desired to substitute his mother and  
asked his uncle, who had the policy, to  
give it to him. The uncle falsely claimed  
to have lost it. Then the insured mailed  
to the insurer a written request to make  
the substitution and an affidavit of the  
loss of the policy. The policy allowed  
the insured to change beneficiary with-  
out original beneficiary's consent, the  
change to be indorsed on the policy by  
insurer, and then this was to relate back  
to date the insured signed notice of  
change, whether living at time of such  
indorsement or not. The indorsement  
by insurer was not made because policy  
was claimed to be lost. Upon insured's  
death, mother and uncle claimed the in-  
surance, the uncle producing the lost  
policy. Held that the insured's mother  
was entitled to judgment. Where the  
original beneficiary fraudulently pre-  
vented indorsement of change of ben-  
eficiary and insured did all in his power  
to effect the change, and the indorse-  
ment was purely a ministerial act, the  
change was effective. *New York Life  
vs. Rose*, Dist. Ct. of Appeals, Califor-  
nia. Decided Dec. 10.

**Attempt to recover double indemnity.**  
—The beneficiary sought to collect  
double indemnity provided by the  
policy where death was caused while  
the assured was traveling as a passen-  
ger on a street car. The assured was  
riding on the fender, contrary to the  
rules of the company, when the acci-  
dent happened. The rule, however, had  
become a dead letter, as the evidence  
admitted below showed. Verdict and  
judgment for plaintiff. On exceptions,  
held that the evidence was properly ad-  
mitted. *Farber vs. Mutual Life*, Sup.  
Judicial Ct. Mass. Decided Dec. 2.

**Assignment of Life Policy Held Sub-  
stitution of New Beneficiary.** In *Mer-  
chants' bank vs. Garrard*, supreme court  
of Georgia, 124 S. E. 715, G. Garrard  
carried a policy for \$10,000 with the  
Pacific Mutual Life. By its terms the  
insured had the right to change the ben-  
eficiary and assign the policy. Garrard  
assigned the policy to the Merchants'  
Bank to secure a loan, according to the  
terms of the policy, but Ruth Green  
Garrard remained the named beneficiary  
in the policy.

Upon the death of Garrard the bank  
sought payment of the policy to it un-  
der its assignment, and the beneficiary  
instituted an action to compel payment  
to her. This was on the ground that the  
assignment of the policy did not amount  
to a substitution of a beneficiary, and  
that she as beneficiary had distinct in-  
terest in the policy not affected by the  
assignment. In denying this contention,  
and holding that the assignment of the  
policy in this case amounted to a sub-  
stitution of beneficiaries the court said:  
"The insured paid the premiums on

this policy. He reserved the right to  
change the beneficiary, and to assign the  
policy. He did assign it to the bank,  
and secured a sum of money equal to  
the face of the policy. By his assign-  
ment he, in effect, directed the insurer to  
pay the amount of the policy on his  
death to the bank, to reimburse it for  
the sum it had loaned to him.

"The insurer consented to the assign-  
ment. It was filed at its home office.  
The proper indorsement of the assign-  
ment was made on the policy. This was,  
in effect, a substitution of the assignee  
for the original beneficiary. The amount  
due on the policy should be paid to the  
bank, or so much thereof as is necessary  
to discharge its debt. The balance, if  
any, should go to the original ben-  
eficiary."

**Beneficiaries—Compromise of Claims**  
—Where the insured during the life of  
his first wife took out two policies of in-  
surance in which she was named as ben-  
eficiary, though the phrasing of one  
policy was ambiguous, and where after  
her death, the insured remarried, and

where after his death, the widow  
claimed payments of the amounts due  
in behalf of herself and the two children  
born to her and the deceased as against  
the children of the first marriage, and  
where she and their guardian agreed  
that she should collect the sums payable  
on both policies and turn one half of  
the money over to him, held that this  
compromise was enforceable. *Dexter vs.  
Duncan*, Ct. of Appeals, Kentucky. De-  
cided Oct. 31.

**Attempt to have fact of waiver by  
company declared.**—Where the policy  
provides for a forfeiture of all rights  
under it for failure to pay a premium  
or premium note when due, and where  
the insured after stating that he was un-  
able to pay a premium secured an exten-  
sion by giving a premium note which  
likewise provided for a forfeiture for  
non-payment at maturity or at the end  
of a period of extension and where no  
payment was made thereafter by the  
insured who received a receipt for the  
premium which made no reference to  
the premium or premium note, held that  
the giving of this receipt did not con-  
stitute a waiver. *Gunter vs. Philadel-  
phia Life*, Supreme Ct. So. Carolina.  
Decided Nov. 11.

**Attempt of company to have amount  
of overpayments of premiums deducted—**

Payments of premiums on mutual poli-  
cies were kept as a special fund by the  
insurance company organized under the  
laws of New York to meet obligations  
arising from the maturing of the de-  
ferred dividend period. The company  
paid under protest an income tax on this  
fund levied under Sec. 11 G (a) (b), of  
the revenue act of 1913. The fund was  
made up of overpayments on deferred  
dividend policies which had not reached  
maturity during 1913, and its mainten-  
ance was required by New York law.  
The revenue act allowed the deductions  
of the net addition, required by law to  
be made within the year, to reserve  
funds. In an action to recover amount  
of tax paid under protest, held that  
company could recover. *N. Y. Life vs.  
Edwards*. U. S. Dist. Ct. So. Dist. of N.  
Y. Decided Nov. 24.

**Failure of Insured to Pay Premium  
Note Held to Work Forfeiture of Policy.  
Forfeiture Held Not Waived By Insurer  
Sending Note to Bank for Collection.**  
—In *Jefferson Standard Life vs. Hicks*,  
court of civil appeals of Texas, 264, S.  
W. 1033, the insured gave a note in pay-  
ment of a premium on a life policy  
which fell due on June 15, 1921. It was  
provided in the note, the policy, and the  
receipt given the insured, that a failure

# Mid-Continent Life Insurance Company

Oklahoma City, Okla.

## The Fifteenth Annual Statement

During the year 1924 the Mid-Continent Life Insurance Company has gone steadily forward ren-  
dering sincere service to both policyholders and agents. The fifteenth annual statement of this  
company is one of which we are justly proud. Here is contained the material evidence of a year  
of progress. Its assets are now \$1,768,190.08. This compared with \$1,507,716.04 of December 31, 1923,  
is an increase of 17.2 percent. These assets are composed of high-grade mortgage loans to the  
amount of \$1,027,173.44, municipal bonds \$53,000, and policy loans of \$254,540.84. These and sundry  
other high-grade investments complete the assets.

Life insurance of the Mid-Continent once sold stays sold. Evidence that the policyholders of this  
company believe in the insurance that they have bought and are thoroughly satisfied with the ser-  
vice rendered is found in the following figures—New business last year amounted to \$10,503,571.00,  
Insurance in Force increased \$3,072,447.00, and now totals \$27,163,413.00. The gain in Insurance in  
Force over 1923 is 12 percent. It is the experience of agents of this company that the insurance  
renews readily.

The net reserves for the protection of the policyholders is \$1,330,982.07, or an increase of 20 per-  
cent over the preceding year. The surplus has increased from \$111,181.00, in 1923, to \$119,990.44.  
This surplus together with a capital of \$100,000.00, make up an additional security to policyholders,  
in addition to the reserves required by law of \$220,574.44. This compares very favorably with the  
1923 total of \$211,765.00. Here again is reflected the policy and aim of the Mid-Continent Life—  
that of giving service and protection to the assureds over and above that required by mere neces-  
sity.

The premium income of the company was \$844,131.00, or an increase of 17 percent over the 1923  
total. There is clearly defined here that the company is not standing still but is progressing hon-  
estly and surely.

Taken as a whole, the year 1924 is merely an indicator that the Mid-Continent is a growing and  
going company. The upward trend is pronounced—business is good and the year 1925 promises to  
hold even better things for the company and its agents. New business for March was over a  
million and a half.

The Mid-Continent Life was organized in 1910—and is operating in Arkansas, Oklahoma and Texas.  
Confining its activities in these states, the company feels that it is in a position to render unusually  
efficient service to both the assured and the agent. If you are desirous of representing a grow-  
ing company in this field it will be worth your while to get in touch with us.

to pay the note when due would work a forfeiture of the policy.

The company sent the note to a bank for collection before it was due; the insured did not pay it, and on July 6, 1921, the insured disappeared under circumstances that tended to create a probability that he had lost his life. Suit was filed on the policy, and the court in holding the failure to pay the premium note had voided the policy said:

#### Declared Policy Void

"It was expressly provided in the note executed by the insured for the deferred premium, and also in the policy itself, that a failure on the part of the insured to pay the note when due, would automatically work a forfeiture of the policy, and it was expressly provided in the receipt given to the insured, \* \* \* that such would be the effect of his failure to pay the note. \* \* \*

"It is too clear for argument that the insured's failure to pay the note, which became due June 15, 1921, automatically worked a forfeiture of his policy."

In denying the contention of the appellee that the insurance company had waived the forfeiture provisions by sending the note to a bank for collection, the court said:

#### Language of the Court

"The only act on the part of the insurance company in this case relied upon by appellee as a waiver of the forfeiture of the policy was the sending of the note to the Orange bank for collection before it was due and permitting it to remain there without further instructions, and afterwards having the bank to return the note. It seems to be held generally that a mere demand by an insurance company of the payment of a past due premium or, note given for a premium does not of itself constitute a waiver of a forfeiture of a policy which had theretofore occurred."

Whether Insurer Relied on Representations of Applicant as to His Health or on Its Own Investigation Held a

**Jury Question. Knowledge of Insurer's Physician Relative to Physical Condition of Applicant Held Imputed to Insurer.**—In *Southeastern Life vs. Palmer*, supreme court of South Carolina, 124 S. E. 577, an action was brought to recover on certain life policies. The company defended on the grounds that the insured, had made false answers in his application relative to his health, in that he had no disease of the kidneys. The insured died after the policies had been in force a short time; and the company contended Bright's disease was the cause of death.

#### What the Court Held

The policies in question were applied for on April 2, but were not delivered until June 20. During this time, it appears the company made an independent investigation of the insured's physical condition. In holding that the question of whether or not the insurer relied on the representations of the insured, or upon its own investigations, was properly submitted to the jury the court said:

"As to whether there was fraud on the part of the applicant was a question for the jury. Conscious fraud could not be inferred from mere inaccurate answers, especially when the answers were written by the agents of the company, and the testimony shows a subsequent thorough investigation by the company of the applicant's physical condition, independent of the answers of the applicant."

Passing to the question of how the knowledge of the physician selected by the insurer to examine the applicant would be imputed to the insurer the court said:

"The physician selected by the insurance company for the examination of Palmer [insured] was also Palmer's family physician and had treated him. If Palmer had Bright's disease, no one could have been in a better position to know it than Dr. Boykin.

"If Dr. Boykin knew these facts, or

if he were in possession of such facts as to have put a reasonable prudent man on inquiry, and if pursued with due diligence would have led to the knowledge of the fact that the applicant had Bright's disease, if he had it this would have been to the company the equivalent of actual notice."

**Attempt to Defend Payment on Policy After Insured Had Disappeared.**—The widow of the insured brought action to recover on his life insurance certificate more than seven years after his disappearance. He was in good standing at that time with defendant, and the widow continued payment of premiums until their tender was refused. The certificate contained a clause exempting the insurer from liability after the disappearance of the insured until proof of his death while he was in good standing was made. Held that the widow could recover as this clause was contrary to law. *Sovereign Camp Woodmen of the World vs. Davis*. Ct. of Civil Appeals 1st District, Texas. Decided Dec. 5.

**Action on Policy of an Assessment or Mutual Insurance Company.**—When the insured applied, the insurance company's agent wrote down the answers, whereupon the insured signed the application. The evidence showed that the agent had asked the insured's husband whether she was well, to which he replied that she was; but the agent had not asked him whether she had been treated by a physician in the past two years. Yet the agent had written in the application that she had not been so treated. Held that judgment for the beneficiary be affirmed. The company was estopped from denying that which its own agent had asserted to be true. A trivial ailment within the two years prior to the issuance of the policy, which did not affect insured's general health, was not within the contemplation of the parties and was not a breach

of warranty. *Arkansas State Life vs. Allen Sup. Ct., Arkansas*. Decided Dec. 8.

**Attempt by Beneficiary, a Creditor, Who Had Taken Out a Policy on the Life of the Debtor to Recover the Insurance Where the Insured Had Paid the Debt Prior to Death.**—The beneficiary, the son-in-law of the insured, had taken out a policy on her life. She was indebted to him, and he was supporting her and her minor son to some extent, and was also making advances to her to feed the stock on the farm she owned. Prior to her death, however, she paid her indebtedness. The son-in-law, however continued to pay the premiums on the policy. At no time, though, was there any arrangement by which the insured reimbursed him for these payments. Held that as there was an insurable interest when the policy was taken out the contract was not avoided when that interest ceased. *Mutual Aid Union vs. White*. Sup. Ct. Arkansas. Decided Dec. 1.

#### Midland Mutual's Record

The Midland Mutual Life production for March broke all previous records for that company. Last Friday was "Arnold Day" in honor of H. B. Arnold, who was recently elected president. On that day \$418,000 was written and examined.

#### Joins Lincoln Reserve Life

G. K. Henshall, who has been vice-president and agency manager of the Midland Life of St. Paul, has resigned to go with the Lincoln Reserve Life of Birmingham, Ala.

#### Increase Group Coverage

Employees of the Imperial Furniture Company of Grand Rapids, Mich., who have had group insurance for more than five years, have increased the amount of their protection in the Metropolitan Life \$264,000.



## Exclusive Territory

Capable men desiring to build their own General Agencies in territory large enough to give them a real opportunity can obtain exclusive territory of their own choice with this progressive young Company. We accept all classes of life risks, age one day to 65 years.

### INDIANA

Terra Haute Indianapolis

### OHIO

Cincinnati Dayton

### MISSOURI

St. Joseph Springfield

are among the present openings for general agents. There are many others in Illinois, Iowa, Oklahoma and Michigan as well as the States named above.

Communicate with A. O. Hughes, Vice-President in charge of Agencies.

**Farmers National Life Insurance Company**  
OF AMERICA

3401 South Michigan Ave., Chicago, Illinois



## ROSENBLATT TELLS OF SELLING METHODS

(CONTINUED FROM PAGE 5)

closing of a fairly large policy. He will point out to a man, for instance, that it is necessary for all business men to take stock of their personal affairs, once in a while, just as they do of their business affairs. Mr. Rosenblatt will also say, "I don't know what you need or what you should have, until I can look over your situation."

### Explains Audit Plan

He will then get the consent of the prospect to an income tax expert auditing his affairs. He will explain that the tax man is employed by him by this year or the purpose of analyzing the investment affairs of his client and that whatever is disclosed will be held in the strictest confidence. He will exhibit samples of what the auditor has been able to do for other clients. The scheme invariably arouses interest. Men see an opportunity of getting an exact statement of where they stand regarding their investments, and what would happen to their estate in the event of their death. Mr. Rosenblatt assures them that he will make no charge for an audit and analysis of this character.

Upon receiving the consent to go ahead he gets his tax man on the job, and in a short time the figures are ready. The whole matter is prepared in attractive style, with a leather case between the covers of which is bound all of the information under various heads.

### Shows Effect of Taxes

Mr. Rosenblatt presents this audit which shows in detail how every portion of the prospect's estate will be affected by state, federal and inheritance taxes. He has the figures drawn up in such a way as to make prominent the shrinkage that will take place. In many instances, as much as 25 percent of an estate is eaten up by taxes and levies of one kind or another. This, Mr. Rosenblatt says makes a profound impression upon prospects. The idea that a fourth of all that they have been able to accumulate is to be swept away, is illuminating and disquieting news to most men. Mr. Rosenblatt then points out that by the expenditure of a very little money, life insurance can be purchased to cover this one-fourth that will surely be taken by the government when death comes.

### Loan Illustration

Mr. Rosenblatt illustrates this same possibility of shrinkage in another way. He says, "You are putting up good collateral at the bank all the time to stand as security against loans that you are making, aren't you? Suppose we will say that you have put up \$75,000 worth of collateral in order to get a \$50,000 loan. Suppose that death comes while this collateral is still up at the bank. As soon as the bank learns of your death, it will sell your collateral at once in order to satisfy its loan. Do you think that it will wait until it can make a sale at the most favorable price? You know that it won't. It will sell your collateral the first chance it gets, and for any amount of money that it can get in excess of what it has loaned to you. The market price on your stock or bonds might be temporarily down, and if it should happen to be, your estate stands a chance of losing as much as \$25,000 at one clip."

A man will say, "I have an estate of \$100,000," and be proud of what he has been able to accumulate, but don't forget that when a man dies, just about one-fourth of all that he has ever been able to save goes to the grave with him."

Mr. Rosenblatt says that this emphasizing of the fact that 25 percent of every man's estate goes to the grave with him, gets a response that is hardly possible by the use of any other argument. He says that this idea is being used by him repeatedly and that where he encounters rather stubborn opposi-

## EARNING POWER PEAK OF MINISTERS IS 47

(CONTINUED FROM PAGE 3)

which are distinguished as "dry" and "wet." When the two surfaces become inflamed, this lubricating fluid is absorbed and the surfaces adhere, causing great pain to the sufferer. In the treatment of this "dry" pleurisy, it is the practice to strap the chest in order to limit the expansion, which relieves the pain due to this adherence of the surfaces. Sometimes the opposite case occurs, by the secretion of too much lubricant, flooding the space between the two surfaces. In such cases the excess fluid must be drained off.

### Most Cases Due to Tuberculosis

About 75 percent of these cases of "wet" pleurisy are due to tuberculosis, and hence indicate a very undesirable risk. Sometimes in place of this excess of the serum there is a formation of pus. This must be removed through an opening in the chest. About 25 percent of these cases are due to tuberculosis, but a more liberal policy can be applied in dealing with this form than in the case of "wet" pleurisy. Too often it is the practice to call almost any pain in the chest pleurisy, when as a matter of fact it may not be so.

tion he uses this argument as a clincher; "If I could only get you to look at me as impartial and not interested in making money out of writing a life insurance policy for you, I think you would take my advice a little more seriously. Don't you see that I am not doing anything but advising you for your own good? I am comfortably situated. I am making plenty of money. I do not need whatever commission I will make out of writing a policy for you. You are my friend. I know your wife and I know your children. Maybe they will be here after you are gone. If they are, I never want them to be able to come to me and accuse me of letting you go along without providing you with enough insurance."

### Offers to Write Letter

"Now, I have been talking to you about this proposition and you tell me that you don't want it. I don't believe you will go home and tell your wife and your children that you don't want it. But I don't want them to ever be able to point an accusing finger at me. I am going to go back to my office and write you a letter. I will outline this whole proposition to you. I will show in this letter where you could have \$50,000 worth of life insurance; I will show that you are able to get it physically, that you can pass an examination, and then I want you to put that letter in your permanent file. Then some day when you die, and you will have to die some time, I want to be present when your papers are gone over, so that I can pull that letter out of the file and show that I tried my best to do my duty by you. I want that much protection for myself against the criticism that your family and your relatives will make of me."

### Large Cases Written

Mr. Rosenblatt has in late years been writing larger policies. He has become more exact and precise in his work. He has been making fewer calls, but has been making his calls count for more. He says that he finds a certain resentment against the life insurance salesman who makes a promiscuous call or springs a sales proposition without warning and when the prospect does not want to discuss it. During the last two years Mr. Rosenblatt has written a \$250,000 policy on his life of John Weinberg, president of the Consolidated Millinery Company of Chicago; he has placed \$300,000 on the lives of Bala-ban and Katz, the famous movie magnates of Chicago; \$200,000 on Kerman, Inc., the State street millinery house and \$350,000 on Lou Olin, president of the Goldenrod Ice Cream Company of Chicago.

Not an old Company.

Not a large Company—as yet.

But a Company growing rapidly in policyholders and agents.

And rendering satisfying Service to both.

## Continental Assurance Company

H. G. B. ALEXANDER, President

CHICAGO, ILLINOIS

## Life Insurance Trusts

Is it a good thing for the proceeds of life insurance policies to be handled In Trust?

Life insurance companies and their agents are interested in the welfare of the Beneficiary, as well as the insured during his life. Where arrangements have been made for the insurance to be paid in a lump sum, it is manifestly a good thing for the Beneficiary to have the money cared for In Trust.

Almost every lawyer, banker and business man knows of cases where insurance money left for wife and children has been dissipated. Do you want yours to take this route?

One method is to have payments made by Annuities or Monthly Installments. Another satisfactory arrangement is to have the money go into Trust, administered through a reliable Trust Company or Bank Trust Department.

This subject is fully treated in the John Hancock book entitled "Estate Conservation and Life Insurance Trusts" which will be sent on request.

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LIFE INSURANCE COMPANY  
OF BOSTON MASSACHUSETTS

## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Friday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; H. E. WRIGHT and NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.

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Subscription Price, \$3.00 a year; in Canada, \$4.00 a year. Single Copies 15 cents  
In combination with National Underwriter (Fire and Casualty) \$5.50 a year; Canada \$7.50

### New York Life's Four Score Years

IN honor of its 80th anniversary, the NEW YORK LIFE during April will celebrate the event by a business contest. The NEW YORK LIFE was organized in April, 1845, and 80 years thereafter stands forth as one of the great life insurance companies in the world with an organization that is marvelous in its capacity. April 10 is the actual anniversary date of the

NEW YORK LIFE, as the first board of trustees was chosen at that time. On April 17, the first policy was written for \$5,000 on the life of LEWIS BENTON, secretary, and policy No. 2 for like amount on PLINY FREEMAN, actuary. The NEW YORK LIFE stands as a monument of life insurance service during its 80 years of activity.

### Education—A Powerful Urge

ONE of the greatest urges in the solicitation of life insurance today is that of education. Times and opinions have changed within the last 10 or 15 years. It has not been so many years ago that men in industrial, commercial and business life in general, looked on a college graduate as a man who had to be tolerated in starting a career. They sought men who were schooled in the great college of experience, who started as minor clerks, who learned the business from the bottom, and whose minds had not been spoiled by higher education.

A college man in getting a position was handicapped. He was looked upon suspiciously. It was supposed that he would be too theoretical, too highbrow, he would feel a sense of superiority, and could not get down to the ground floor of human life to do some crawling.

Today sentiment has entirely changed. Business houses, commercial houses, offices, stores, in fact all the activities are clamoring for college bred men. The fire insurance companies in the middle west pay the tuition and fees of 100 men in ARMOUR INSTITUTE OF TECHNOLOGY in Chicago, in order that men of higher education may filter into the fire insurance business.

A similar arrangement has been made with the NORTHWESTERN UNIVERSITY to educate men particularly adapted to office work in fire insurance. Fire insurance companies found that college graduates after they got their toes in, went so much further than others that they were much to be desired. College men as a class are being paid more than other men because they have greater capacity.

Because of this demand for college trained men, the educational institutions are overcrowded. Higher education means higher salaries, more money and a larger life for young men. Hence, fathers who were not interested in educating their sons in the past, now feel it is essential.

Life insurance steps in and solves this problem. Through annual deposits it is possible to arrange an educational fund that will carry a child through high school or college or both. The educational argument therefore is one of the strongest today for taking life insurance. A man who lets his son or daughter go through life uneducated lacks the proper vision and does not appreciate the responsibility that rests upon him.

### He Sees 'Em and Sells 'Em

THAT was a wonderful achievement recorded in the work of THOMAS J. FARRIS, of the Missouri State Life branch at St. Louis, who has produced during the last ten years an average of an application a day. So far this seems to hold the record of consistent production. It is a marvel of systematic, steady, faithful, intelligent work.

A writer who told the story of Mr. FARRIS' work sums it up very tersely as follows: "He sees 'em and he sells 'em." This, the reporter said, is the secret of his success.

That probably, put in a very compact phrase, reveals the sesame that has opened the door to the prospects. President R. W. STEVENS of the ILLINOIS LIFE has sounded a slogan for many years: "To sell life insurance, see people." First a man must get in touch with prospects. There must be personal contact. Then he must use his knowledge and ability as a salesman to show that his plan fits their particular needs. That is the basis of life insurance salesmanship. It is the keynote of success for the man in the field.

### Life Insurance for Professional Men

DR. EDWARD A. WEISS, a prominent surgeon of Pittsburgh, recently increased his life insurance to \$375,000. This is another striking illustration of how successful professional men are

really insuring their personal skill. That is their biggest asset. When it goes, all goes. Many men in the professions find that life insurance is the greatest safeguard they can procure.

## PERSONAL GLIMPSES OF LIFE UNDERWRITERS

Darby A. Day, Sr., manager of the Chicago agency of the Mutual Life of New York, returned to his desk last week from Los Angeles where he was called on account of the terrible accident that befell his son, Darby A. Day, Jr. It seems that Mrs. Day, Jr., in a fit of rage following a threat thrown acid in the face of her husband. For a while it was feared that his sight would be lost or impaired. Fortunately he came out of the ordeal without losing his sight although he may be scarred to some extent. His mother was with him at the time. Mrs. Day, Jr., at the preliminary hearing was ordered confined in the jail. The case will come up the latter part of April. Darby Day, Jr., had gone to Los Angeles to engage in the real estate business. Many friends of his father throughout the country were deeply sympathetic owing to this unfortunate event. When Mr. Day arrived at his office he found a magnificent bouquet of roses from the office force. Dozens of friends called or telephoned their greetings.



JOHN A. STEWART

The Toledo branch of the Mutual Life of New York observed March as "Serrill" month, in honor of Julian D. Serrill, who has been field superintendent under Manager Robert S. Donaldson for the past 13 years. It proved to be one of the best months in the history of the office, both as to volume of business written and number of applications produced.

On March 27, the agents gathered in Toledo and celebrated the event by a dinner. Robert C. Dunn, assistant trust officer of the Ohio Savings Bank & Trust Co., was the guest of honor and gave a talk on the subject, "Where Do We Go From Here."

At the conclusion of the program Mr. Serrill was given a handsome loving cup, a solid gold wrist watch and a platinum set opal stickpin in appreciation of his long and faithful service.

Lawrence R. Wilbur and Arthur J. Darton of the agency arranged the program.

S. A. Boyd, general agent for the Continental Life in Newark, N. J., has been appointed agency assistant by Johnston and Collins, managers in New York City, for the Travelers, the change to take effect May 1. Mr. Boyd will cooperate with Mr. Watson in the training of agents and giving assistance in the closing of difficult cases. It is also announced that on April 30 the company will move into new quarters in the Federal Reserve Bank building, where it has engaged 50 percent more space than it now has.

The "Insurance Age" is issued this week in new size and appearance, with the title the "Insurance Age-Journal." In this form it combines the weekly "Age" of Boston and the "Insurance Journal" of Hartford, a monthly publication. The new publication will be continued as a weekly. Both papers are owned and published by Frank L. Armstrong, well known in Boston as a printer and publisher, and to the insurance fraternity of New England for nearly 20 years.

John A. Stewart, formerly actuary of the United States Life, has refused to abide by his own actuarial tables, for he will be 103 years old in August, and is still in good health and strength. Mr. Stewart became actuary of the company in 1850, when it was organized, and served in that capacity until 1853, when he became secretary of the United States Trust Company as that institution was launched in New York City. At the age of 43 he was made president of the trust company, holding that position for about 40 years. He became chairman of the board in 1902, and still holds that title through well started upon his second century. His connec-

tions with the United States Trust Company brought him into intimate contact with the great financial leaders whose names have become familiar to all Americans, J. Pierpont Morgan and many others.

When the famous, Wall street explosion occurred in 1920, Mr. Stewart, though far beyond the age at which most men retire, was seated at his desk about 100 feet distant, but was not injured.

One of his chief interests has been Princeton University. He served for a time as trustee, and has long taken a deep interest in the affairs of the institution.

Jonathan K. Voshell of Baltimore, general manager of the Metropolitan Life's Maryland offices and former president of the National Association of Life Underwriters, and Miss Lavora P. Rush of Oakland, Md., a student at Peabody Conservatory of Music, were married last week at Mt. Joy, Pa.

Mr. Voshell is one of the widely-known men of Baltimore, having been prominent in civic and political affairs there, in addition to his life insurance activities.

The Provident Mutual Life last week celebrated the 60th anniversary of its establishment. On March 22, 1865, the company was organized in a little basement room at 247 South Third street, Philadelphia. This small office was occupied only a few months before larger quarters were necessary at 111 South Fourth street, where the Philadelphia agency of this company now has its offices.

This anniversary season the officials of the Provident are sounding the slogan: "A billion of Provident Mutual insurance in force before 1925 has gone."

George I. Cochran, president of the Pacific Mutual Life, was named president of the Southern California Forward Movement at a meeting in Los Angeles last week. Mr. Cochran will have direct charge of the raising of \$1,000,000 per year to be expended jointly by the Chamber of Commerce and the All Year Club in getting an ever-increasing number of persons to spend their vacations—winter and summer—in southern California, and in the promotion of its industrial, agricultural and commercial expansion.

What is claimed to be the largest insurance policy ever placed on a single life in Boston by a woman has been written the past week by Miss Eugenia Goodwin of the Florence E. Shaal agency of the Equitable Life. Miss Goodwin has been connected with the Shaal agency for several years and has



written a considerable volume of business consistently during that time.

Edwin Williams, secretary of the Life Managers Association of Memphis, Tenn., has just been elected secretary of the Cooperative Club, one of the largest civic organizations in the city.

Karl B. Korrady of Chicago, manager of the Missouri State Life there, has gone to Havana, Cuba, to attend the convention of the Quarter Million Dollar Club. He is the retiring president. He expects to be away for about three weeks, taking a vacation at this time.

W. N. Van Camp of Pierre, S. D., insurance commissioner of that state, who resigned April 1, has become vice-president of the Hedwall-Sundberg Company of Minneapolis. Mr. Van Camp was chairman of the executive committee of the National Convention of Insurance Commissioners and was very prominent in that body. While acting as insurance commissioner, he also has been state fire marshal for South Dakota. He has given a good account of himself while insurance commissioner and has the respect of all insurance men. Mr. Van Camp was eight years in the office of insurance commissioner.

The Hedwall-Sundberg Company has a large general agency for hail insurance, managing the hail department of the Automobile of Hartford, Hudson, Providence-Washington and Westchester. It is also manager for the Hudson and Svea for all lines in North and South Dakota, Minnesota, Nebraska and Kansas.

While Mr. Van Camp will devote some time to Minnesota, the largest portion of his time will be given to development work in South Dakota. He will remain a resident of South Dakota. A considerable part of his attention will be given to the hail business.

William J. Holbrook, an employee of the Northwestern Mutual Life at its home office in Milwaukee for the past 47 years, has now retired from active work. Mr. Holbrook spent the major part of long period with the company in its mortgage and loan department and at the time of his retirement had charge of the interest collections division. Mr. Holbrook celebrated his 70th birthday on March 22 and, according to the company rules, were therefore automatically retired. A little celebration was held for him by the fellow employees in his department on his last day at the office. His desk was decorated with carnations

and several gifts were presented to him. F. P. Price, superintendent of the department, thanked him for his long service to the company.

Talk about capitalizing on your name—Ralph Soape, representing the Northwestern National Life at Houston, Tex., believes in it.

In a recent advertisement Mr. Soape started out with the words "Insure in SURE Insurance." Underneath he pictured a bar of soap with the words: "We clean up your losses. See us." Above the cake of soap were: "Use soap—think insurance," and beneath, "Think insurance—use Soape."

Haley Fiske, president of the Metropolitan Life, is chairman of the life insurance division in the forthcoming home service appeal for the Salvation Army in Greater New York, in which capacity he will be responsible for solicitation of life insurance men. He is lining up his committees and planning their work at present in preparation for the appeal to the public which will be made in May. The budget calls for \$523,343 to be used in financing the work of 47 institutions.

Following an illness of two weeks of heart trouble, complicated with pneumonia, Charles B. Rudd, district manager of the Guardian Life at Evansville, Ind., died at his home there Saturday night. He was considered one of the best and most successful insurance men in southern Indiana and was active in civic affairs.

Mr. Rudd first went to Evansville in 1899 and practiced law for about one year. He gave up his practice, however, and entered the insurance field, conducting successful agencies at Houston, Tex., Little Rock, Ark., and Kansas City, Mo.

Returning to Evansville in 1912 Mr. Rudd became district manager of the Guardian Life. He served as first president of the Evansville Kiwanis Club.

J. C. Hicks, district agent for the Union Central at Greeley, Colo., is dead. He was operated on last week and was making excellent progress toward recovery when he suddenly had a sinking spell and passed away on Tuesday. During the past ten years he has been associated with the Union Central, working under Mr. Hodnette. During that time he has paid for over \$4,000,000 with the Union Central. His best year being for \$685,000 while his lowest year was \$314,000. These figures of course, represent his personal production.

## LIFE AGENCY CHANGES

### PEOPLES LIFE APPOINTMENTS

W. A. Milder Made Manager of All Northern Illinois—District Men Named

Walter A. Milder has been appointed northern Illinois manager for the Peoples Life of Illinois and will have jurisdiction over all of the state north of Springfield, with the exception of Cook county. Mr. Milder has been in charge of the Rockford territory for several months and has made such an excellent record that he has taken over the large territory for the company. He is now placing district managers throughout his part of the state, planning to make ten district headquarters. A. E. Allsworth, formerly with the Western & Southern Life, has been appointed district manager at Rockford, to cover several adjoining counties. George Perry, also formerly with the Western & Southern, has been appointed district manager at Elgin to cover Kane and McHenry counties.

A. E. Grief has been appointed district manager for the Peoples Life at St. Louis, reporting to the Kansas City

office, which is state headquarters in Missouri.

### J. L. Hutton

J. L. Hutton of the Hutton & Hodges general agency of the Atlantic Life at Huntsville, Ala., has purchased Leroy S. Hodges' interest in the agency and will continue to represent the company as general agent at that point. Mr. Hodges is now in the real estate business in Florida.

### Howard Johnson

The Provident Mutual has enlarged its "Franklin Agency" in Pennsylvania by embracing the additional counties of Erie, Crawford, Clarion, Forest, Lawrence, Mercer and Warren. Howard Johnson has been appointed general agent in charge of this big territory. He will have his headquarters at New Castle, Pa.

### John M. Egan

John M. Egan has been appointed general agent of the Home Life in New York City with offices in the Canadian Pacific building on Madison avenue. He entered the life business at the home

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The National Savings Life of Wichita, Kansas, is now operating in Kansas, Arkansas, Illinois and Missouri and is steadily going forward.

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## Will They Find Him?

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To such a man the possibilities, both present and future, are unlimited. This unusual opportunity demands the serious consideration of all men big enough to handle it successfully.

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office of the Metropolitan Life in 1896. He was formerly superintendent of the ordinary department of the Metropolitan and then became manager of the Cleveland office. He resigned in January of last year to take charge of the life department of Hoey & Ellison of New York City.

### Lloyd E. Douglass

Lloyd E. Douglass, for the past several months supervisor of agents in the Newark agency of the Equitable Life of Iowa, has been appointed general agent for that company at Gary, Ind. Mr. Douglass has had long and successful experience as an underwriter in Newark, having previously been general agent for the Continental Life in that city. H. A. Crannell, who is retiring as general agent at Gary, will remain with the agency and will devote his entire time to personal production.

### Fred Renworth

Assistant Agency Manager Fred Renworth of the Western States Life, who has been one of the mainstays in the Flowerman home office agency at San

Francisco, has been appointed district manager at San Diego, Cal., to succeed W. E. Wisely, resigned.

### G. L. Fobbe

The Two Republics Life of El Paso has opened a general agency at Fort Worth, Tex. G. L. Fobbe is in charge.

### Baskin & Kanter

Baskin & Kanter of San Antonio, Tex., have taken the general agency of the Farmers & Bankers Life of Wichita, Kan.

### Charles A. Pike

Charles A. Pike will henceforth represent the United Life & Accident of Concord, N. H., at Worcester, Mass. His office will be at 10 King street.

### Life Agency Notes

Eli J. Mear has been appointed district agent of the Northwestern Union Life at Danville, Ill.

Maurice E. Hall, formerly of Kansas City, and J. C. Painter of Tulsa have formed a partnership in representing the Kansas City Life in Tulsa, Okla. Their offices are located in the Kennedy building.

## EASTERN STATES ACTIVITIES

### CONSIDER NON-MEDICAL PLAN

More of Michigan Life Companies Expected to Start Writing That Class of Business

LANSING, MICH., April 1.—Further investigation of the feasibility of writing non-medical policies is being undertaken by the four Michigan life companies not now engaged in this class of business, to be reported on the next quarterly meeting of the five Wolverine companies, which will be held in Detroit in May.

At the Bay City meeting in February, two representatives from each company were delegated to the job of digging out statistics for the past several years as to losses occurring on which medical examinations or lack of them might have had a bearing. The results of this investigation are to be made known at the Detroit session, the date for which has not yet been set.

The American Life, host organization for the Detroit meeting, already writes non-medical policies and apparently is having success with that new departure. Every other Michigan company is admittedly considering taking a similar step in the near future, despite arguments advanced against the plan during the debate which characterized the last inter-company conference. Strong endorsement of the system and detailing of its many advantages were also presented at that meeting, however, and apparently directing heads of Michigan companies were moved by the latter arguments to a greater extent. It is agreed that the growth of the group form of coverage has shown the possibilities of non-medical policies and with discriminating agents handling the work it is agreed that the new form should experience success.

The Grange Life of this city is rumored to be seriously considering announcement of a non-medical policy in the near future, although it is quite probable, it is said, that only selected agents will permit to write that class of business if the plan is adopted. Local officials of the Grange Life were much impressed by the statistics of Dr. Hutchinson, medical examiner of the Michigan Mutual, whose report at Bay City indicated that examinations cost more than they are worth in decreasing mortality.

### Winslow Russell at Rochester

Winslow Russell, vice-president and agency manager of the Phoenix Mutual Life, spoke before the Rochester Salesmen's Club at noon and to the life underwriters at a dinner meeting, recently. The attention of the members

of both organizations was called to an article in the January issue of "Printer's Ink" by Mr. Russell, the subject being "How To Tell Whether a New Salesman Will Fail or Succeed."

### Will Start Organization Work

P. R. Wendt, former general agent of the Equitable Life of Iowa at Newark, N. J., who has been appointed general agent at New York City, will start at once organizing his agency.

### Good Increase in Michigan

Despite rather poor industrial conditions, life insurance made great strides in Michigan during 1933 according to final figures of the state insurance department which show a gain of \$100,000,000 in business in force over 1932. Total insurance amounted to \$354,782,070 for the past year. Premiums paid in amounted to \$65,782,837, an increase of approximately \$10,000,000. Losses paid totaled only \$16,143,454.

### Searle on Eastern Trip

An inspection trip through New England is being made this week by William A. Searle, assistant to John William Clegg, president of the National Association of Life Underwriters. On March 31 Mr. Searle delivered an address before the New England Women's Underwriters Association at Boston.

Next week Mr. Searle plans to visit the life insurance underwriters organizations in New York state.

### Open Office in Newark

Frank V. Ainslie and William P. Donnelly, under the name of Ainslie & Donnelly, who were recently appointed general agents for the life and non-cancelable departments of the Pacific Mutual at Newark, N. J., have opened offices at 30 Clinton street. Mr. Ainslie has been connected with the Pacific Mutual since 1915, having his offices in the New York City branch. Mr. Donnelly entered the service of the Pacific Mutual also in 1915 as an office boy in the New York City branch. Two years ago he was made assistant manager.

### Roll Up Big Volume

NEW YORK, April 2.—Hart & Esbank, general agents of the Aetna Life in New York, paid for \$18,050,000 the first three months of the year, exclusive of group business as compared with \$9,865,509 for the same period last year. During the first month of the jubilee celebration of the Aetna's seventy fifth anniversary lasting through March, April and May the agency paid for 23 percent of its quota but expects to



like an increase in April. The quota \$9,500,000 a month although the highest record of any agency in the history of the business was \$7,000,000 a month which Hart & Eubank have their credit. Mr. Hart has been pre-

mented with handsome leatherbound volumes of the poems of Keats, Byron, Burns and Kipling by the General Agents Association of Indianapolis which was one of the cities he visited on his recent trip through the west.

## IN THE MISSISSIPPI VALLEY

### WISCONSIN HEARINGS ENDED

Senate Committee Quite Likely to Report Out Code Bill Without Recommendations

MADISON, WIS., April 1.—The committee on corporations and taxation of the Wisconsin senate is expected to report out the insurance codification bill, probably without recommendations. Two exhaustive hearings have been given on the measure. The second hearing last week was featured by a statement by Commissioner W. Stanley Smith, analyzing the features of the bill and the opposition which has developed. He outlined in great detail all of the provisions, which make any change from the present laws.

With the exception of former Attorney General J. L. O'Connor of Milwaukee, representing the Catholic Knights of Wisconsin, a fraternal, no one appeared against the bill as a whole. Mr. O'Connor strongly opposed the measure, which is being fought vigorously by the fraternal. Objections were made to certain features of the bill by Frederic G. Dunham, attorney for the Association of Life Insurance Presidents; R. W. Jackson, representing the casualty insurance interests, and Stewart M. La Mont of the Metropolitan Life.

One of the amendments which did give rise to differences of view was the one which deleted the provision of the bill giving the commissioner the power to order an increase in the rates for the total and permanent disability benefits in connection with life insurance policies or to order discontinuance when there is an encroachment upon the funds of other policyholders. Mr. Dunham stated that the business was still in the experimental stage and that the companies are now engaged in an investigation of the total and permanent disability experience with the view of formulating a new table of rates. The commissioner retorted to this that the companies had disability experience since 1912 and have had ample time to formulate such a table.

Mr. La Mont argued for the retention of the health and accident insurance provisions as they are in the statutes at the present time. George E. Merigold of the Prudential appeared against the provision in the life section which would necessitate segregation of non-medical business.

Commissioner Smith has issued a letter to members of the legislature replying to statements made by Charles E. Whalen, Madison, against the codification bill.

Mr. Whalen's letter was sent to members of the Modern Woodmen of America asking them to oppose the bill. The letter declares that Attorney General Ekern is opposed to the codification bill. Commissioner Smith declares that Mr. Ekern "has never voiced any opposition to the bill to me or to the committee. If he thinks the bill should not pass he is competent to give his reasons."

### Mutual Trust Iowa Meeting

Agents of the Mutual Trust Life met in Fort Dodge, Ia., last week for an annual conference and 40 from all over Iowa attended. Edwin A. Olson, Chicago, president of the company, spoke and Carl A. Peterson, Chicago, superintendent of agencies, a former Fort Dodge man, led one session. General agents held a special convention in the office of L. H. Minkel, district agent.

### PASS CHILD INSURANCE BILL

Compromise Measure, Differing From Those in Two Houses Adopted in Nebraska and Signed by Governor

LINCOLN, NEB., April 1.—A child insurance bill unlike in its major features either the bill passed by the house or the one passed by the senate, emerged from the conference committees. Their report was adopted by both houses, the bill has been signed by the governor, and it will become a law three months after the legislature adjourns, which will be early in April.

The big bone of contention between the two houses was the amount to be written on children above 10 years of age. The house allowed the amount to be unlimited, while the senate fixed the maximum at 10 years of age at \$600 and stepped it up \$100 for each year up to 15. As the bill becomes a law companies may write \$2,000 on the life of any child over 10 years old and up to 14. Above that they may write whatever the parent or person liable for the support of the child cares to pay for.

The ban against writing infants under 1 year was lifted, and the amount for each year up to 10 materially increased. The maximums at the various ages are as follows: Under 1 year, \$20; from 1 to 2, \$50; from 2 to 3, \$75; from 3 to 4, \$100; from 4 to 5, \$130; from 5 to 6, \$160; from 6 to 7, \$200; from 7 to 8, \$250; from 8 to 9, \$300; from 9 to 10, \$400; from 10 to 14, \$2,000.

A clause is appended which provides that in respect to insurance heretofore or hereafter written for a person between 14 and 21, the insured will not be deemed to be incompetent to contract for insurance or for surrender of the policy or give a valid discharge for any benefits accruing to him under the policy or money payable to him.

### CONTRACT IS HELD ILLEGAL

Court at Moline, Ill., Hands Down Decision in Suit Brought Against the International

MOLINE, ILL., April 1.—Action brought in the Moline city court by the B. A. Shearer General Agency, against the International Life & Trust for \$125,000 practically was ended when Judge Long sustained a demurrer to the declaration and held the contract upon which the suit was based to have been illegal.

The matter came before Judge Long of the county court when he was sitting in the Moline court. He rendered a decision holding all special counts bad in the declaration because of the statute in Illinois providing that no insurance company shall enter into a contract with any salaried employee extending over a period exceeding three years, the Shearer contract being for five years. He held that if the Shearer agency recovers anything it must be on an implied promise.

When the question first was raised on demurrer Judge Long held that the limiting statute was applicable only to compensation amounting to a \$50 a month, and that the contract was severable, allowing recovery on such other items as were claimed. Pleadings and another demurrer were filed and the matter came back to the same issue. Judge Long found a similar case decided by the supreme court of New York, which has a statute identical with that of Illinois, except that the contract

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IN ITS HISTORY

EQUITABLE LIFE OF IOWA

Founded: 1867

Home Office: Des Moines

Whatever you have to say to Insurance men, you can do it more effectively through the advertising columns of The National Underwriter. One inch one column Want Ads are \$5.00 an insertion. Other rates on application.

National Underwriter, Chicago

## A Record of Service

The year 1925 marks the seventy-fourth anniversary of the Massachusetts Mutual Life Insurance Company. Ever since 1851 this Company has furnished unexcelled life insurance protection at a low net cost and has maintained its record of unswerving loyalty to its policyholders. The years have brought wonderful growth and prosperity. To-day, as in the past, the whole personnel of the Company is imbued with the spirit of service, a spirit that permeates the entire activity of the organization.

JOSEPH C. BEHAN, Superintendent of Agencies

## MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

OF SPRINGFIELD, MASSACHUSETTS  
INCORPORATED IN 1851

## Springfield Life Insurance Company

A MUTUAL LEGAL RESERVE LIFE INSURANCE COMPANY  
HOME OFFICE: SPRINGFIELD, ILLINOIS

### AGENTS WANTED

We offer to Agents who CAN—

- (1) Liberal first year commissions
- (2) Liberal renewals—thus insuring a permanent income
- (3) Actual—not promised—home office co-operation
- (4) Large actual prospect lists

Business in Force \$80,000,000

George Hawkins Supt. Agencies  
Springfield, Ill.

A. L. Hereford, President  
Springfield, Ill.

## CAN YOU QUALIFY

For a General Agency proposition in Missouri, Minnesota or South Dakota, with a Company which gives real service to its Agency force, and under direct Home Office connection.

## Des Moines Life and Annuity Co.

"The Company of Co-operation"

DES MOINES - - - - IOWA

### POLICY LOANS CAUSE LAPSES

Have You found a way to stop this waste?  
Our plan IS saving millions for many Companies and is the result of twenty-two years of careful research and experience.

THE OTIS HANN COMPANY

10 So. La Salle St.

Chicago, Illinois

## MUTUAL LIFE OF ILLINOIS

HOME OFFICE  
SPRINGFIELD, ILLINOIS  
An Old Line Legal Reserve Life Insurance Company  
A Company of Service

Service to Policy Holders

Service to Agents

Service to the Public

Operates under the Famous "Registration Act" which requires the reserve on every policy issued to be deposited and held in Trust by the Insurance Department of the State

Live Up-to-Date Policies

Ordinary Life

Limited Payment and Endowments

A few good openings for good live producers in Illinois. Correspondence Invited.

H. B. HILL, President

N. H. WALT, Vice-Pres. and Agency Director

JAS. FAIRLIE Vice-Pres. and Actuary

DR. J. R. NEAL, Sec.

is limited to 12 months there. In the New York case it was held that the whole contract was involved and was rendered void by the violation of that provision of the statute. Consequently, when the issue was presented again he held with the New York ruling.

### Indiana Law Is Passed

C. B. Fitch of Fort Wayne, Ind., general agent of the National Life of Vermont, calls attention to house bill 185 that passed the Indiana legislature. It makes the reserve value of a life policy during the assured's lifetime exempt from attacks of creditors or trustees in bankruptcy. It is similar to the Ohio and Pennsylvania laws. Mr. Fitch said that this was not an "administration bill." It was presented and was furthered by Mr. Fitch himself. For three legislative sessions he has been endeavoring to get someone interested in a bill of this kind. He finally decided to take the matter in his own hands. Commissioner McMurray stated that he would not take any part in the proceedings, but would not oppose the bill. The act is one that has been needed in the state. Mr. Fitch deserves much credit for his work.

### Peoria Life's Iowa Meeting

Sixty Iowa agents of the Peoria Life held a big gathering at Cedar Rapids, Ia., over the week-end, all the state agencies being represented at the gathering. Walter E. May, vice president, and a group of 10 other speakers from the home office, were present. George L. Seal, Fort Dodge, presided at the meeting.

### Division Managers Meet

Albert E. Mielenz of Milwaukee, general agent for the Aetna Life in Wisconsin and Michigan and captain of the Husker division in the Aetna diamond jubilee celebration, held a meeting of the managers of the 12 general agencies in his division at his Milwaukee offices March 31. Those in attendance included O. T. Cropper of Topeka, H. W. Kavel of Minneapolis, and G. W. McClung of Des Moines, all Husker lieutenants; R. H. Macauley of Detroit, D. M. Skinner

of Kansas City, A. L. McKnight of St. Louis, C. M. Brown of St. Paul, R. Clancey of Winnipeg, Man.; H. Sorensen of Omaha, W. A. Burns, Fargo, N. D.; G. A. Mabbott of Aberdeen, S. D., and M. L. Palmer of Lincoln, Neb.

### Nebraska Incontestable Bill Signed

Governor McMullen of Nebraska signed the Rodman bill introduced at the request of the National Convention of Insurance Commissioners in the interest of a standardization of policies. It provides that every life insurance policy shall be incontestable after it shall have been in force during the time of the insured for two years from its date. It also contains a proviso that at the option of the company provisions relative to benefits in the event of total and permanent disability and provisions which grant additional insurance specifically against death by accident may be excepted.

The senate has passed the bill requiring life companies to secure the approval of the state department for all reinsurance contracts before reinsuring. In the case of fraternal bills the bill requires the consent of two-thirds of the members to the proposed reinsurance contract.

### May Pass Old Age Pension Act

Study of the political situation in Wisconsin has convinced opponents of the old age pension act that possibility of its passage by the state legislature is very strong. The bill was endorsed by the senate March 25 and engrossed by a vote of 17 to 13. That body, however, refused to suspend the rules to place it on final passage, indicating strength of the opposition and the possibility that a long fight will still be waged to defeat the measure. Principal objection to the bill comes from legislators who after careful study have declared that the bill would greatly increase taxes throughout the state, the tax increase amounting to fully 30 percent according to Senator Morris. The measure, vigorously backed by the Eagles, was scored by other senators as another mother's pension bill doomed to the same fate as that law, which has never been properly administered.

## IN THE SOUTH AND SOUTHWEST

### CHARGES AGAINST AN AGENT

Insurance Commissioner of Kentucky  
Will Give a Hearing to A. J. Owens  
of Conservative Life

LOUISVILLE, KY., April 2.—Sensational charges have been filed with Commissioner Sausley of Kentucky against A. J. Owens, 1705 Payne street, alleged local representative of the Conservative Life of Wheeling, W. Va. As soon as investigators of the insurance department are able to secure necessary information, a hearing will be given. It is charged that Owens has been writing life insurance on disabled war veterans and other unsound persons, contrary to the insurance laws, and in violation of company regulations regarding medical examinations, etc. Commissioner Sausley stated that the basis of the charges

lay in failure to have unsound persons go through the formality of a medical examination.

Owens denies all wrong doing and holds that the charges are a result of a Ku Klux Klan fight, he having been suspended from membership in the body six months ago for criticising its methods of financing and accounting. He claims he was a member of the finance committee and since being ejected his enemies have been trying to injure him in business.

### KEY WILL BE THE PRESIDENT

Not Likely That the Volunteer State Life Will Make Any Further Official Chances

Following the death of President Z. C. Patten of the Volunteer State Life, undoubtedly Commodore A. L. Key, vice-president and manager, will be chosen president. It is not likely that any other changes will be made in the official personnel. Commodore Key has been practically president for the last 14 years, except in title. He really has been the executive head of the institution.

It is interesting to know that Mr. Patten served as president from the beginning without salary. In the early days when the company was struggling for existence, he was more active and he paid his own traveling expenses when going on trips to look after the investments of the Volunteer State Life. President Patten was 84 years of age. He suffered a heart attack which later led to his death. Mr. Patten was one



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the leading citizens at Chattanooga, having located there in 1864. Mr. Patten gained his fortune as head of the Chattanooga Medicine Company, which marketed "Simmons' Liver Medicine." The Hotel Patten in Chattanooga was one of his enterprises.

#### HOME COMPANIES' BUILDING

Three Little Rock Institutions Headed by A. B. Banks, Now 25 Years Old, in New Quarters

LITTLE ROCK, ARK., April 1.—The \$500,000 office building here, known for many years as the Southern Trust building, is to be renamed the Home Insurance Building. A long-time lease on the first floor space, formerly occupied by the Southern Trust Company, has been arranged for the three companies headed by A. B. Banks, the Home Life, Home Fire and Home Accident.

Occupancy of a permanent location by the Home companies is coincident with their 25th anniversary. As soon as they are established in their new quarters, they plan to stage a celebration of the success achieved during the quarter century.

In 1900, Mr. Banks, then an insurance agent at Fordyce, organized the Home Accident to write employers' liability and workmen's compensation insurance. Successful in that enterprise, he organized the Home Fire in 1905. This company now has capital and surplus in excess of \$1,000,000 and draws a substantial premium income from practically every southern and southwestern state. Mr. Banks entered the life insurance business in 1911 when the Home Life & Casualty Company of Little Rock, of which ex-Governor McRae was then president, induced him to accept the presidency of that organization and it was merged with the original Home Accident Company under the new name of Home Life & Accident.

In 1912 this company absorbed the Mississippi Valley Life, also of Little Rock, and since that time has had a steady growth. In 1923 the life and accident departments were separated and a new corporation formed to take over the accident business, thus completing the group as it appears today. Since the removal of the executive offices of the companies to Little Rock, their growth has been remarkable. The Home Life has more than doubled its business in the past three years, entering 1925 with \$24,000,000 of insurance in force and with assets approaching \$2,250,000.

#### Thorp Agency's Monthly Meetings

The Ben Thorp agency, Texas state manager for the Federal Life, is planning a series of monthly meetings for its agents in north Texas. This was announced following a meeting held at Fort Worth where more than 20 agents of the company met with Mr. Thorp last week. The monthly meetings are for the purpose of more intensive selling campaigns. It is planned also to inaugurate monthly meetings of the Federal agents at San Antonio and Houston.

#### Perrin Lowrey Smashes Records

Perrin Lowrey, superintendent of agents of the Mutual Life of New York for Memphis territory, has just broken a record for the entire history of that company. Mr. Lowrey wrote and paid for in a period of 30 days, policies on more lives than were ever written and paid for in a like length of time during the history of that company. Knowing that it was practically impossible to break a record for volume of business when in competition with New York and Chicago, he, without previous preparation, decided to establish a record on the number of lives insured, and exceeded the company's highest mark by 10. The average size of these policies was \$3,442 plus.

This also established a record in vol-

ume of business for the Memphis office of the Mutual Life. J. B. Marmon is manager of the Memphis office.

Mr. Lowrey made no previous preparations for the drive. He paid for 90 policies during the 30 days.

#### Equity Life Enters Texas

The Equity Life of Omaha has been licensed in Texas. G. H. Furness, vice-president and agency manager, is slated to visit Dallas immediately and plant an agency. From Dallas other agencies will be established. No announcement is made as to general agents in Texas.

#### Post-Mortem Assessment Concerns

Senate bill 127 passed the Oklahoma senate Friday, and if signed by the governor will become a law immediately. This bill regulates the conduct of companies writing life insurance on the group or post-mortem assessment plan. Such companies are to be under the supervision of the insurance commissioner and must be licensed as other companies are. They are to be subject to examination by his department, must put up a bond of \$10,000 on admission to the state, or must provide a \$5,000 surety bond upon organization, to insure completion of organization plans. To provide a reserve, such companies must put up a minimum of \$1 a year and a maximum of \$3 a year, on each policy.

#### Postpone Oklahoma Sales School

The life insurance salesmanship school announced by the Oklahoma life underwriters for June has been postponed until the second week in August, because of the mismatching of dates between the underwriters and Dr. Griffin M. Lovelace of New York University, under whose direction the school is to be conducted. The school is to be held in Oklahoma City, and will be attended by underwriters from Kansas, Texas and Oklahoma.

#### Albritton's Sales School

Elmer S. Albritton, head of the Lone Star Agency of the Jefferson Standard Life, believes in teaching his agents how to sell life insurance. Some time ago he inaugurated a salesmanship course, extending over 16 lessons. When the school started there were 24 students. Twenty have stuck through so far, and there are but two more lessons before "graduation." Mr. Albritton says he is pleased with the progress in the "school" and the interest taken by the "pupils."

#### Oklahoma Non-Medical Bill

Medical examination may be waived for persons taking out life insurance policies in Oklahoma, for \$2,500 or less in the future. A bill authorizing life companies to write policies limited to this amount without medical examination was passed by both houses and is awaiting the signature of the governor.

Bills concerning insurance and the insurance department have been introduced into the legislature this season in numbers, but most of them died in the committees. A measure providing for the reduction of the appropriation for the maintenance of the insurance department was among the most threatening, but by the reinstatement of several stricken items the department passed through unscathed.

#### Dallas Insurance Golf League

An insurance golf league has been formed at Dallas, Tex., by the following companies: United Fidelity, Southland Life, Kansas City Life and American Life. Each company will enter a team of six players and play three matches with each opposing team.

#### Nicholls Now in Charge

Thomas C. Nicholls, Jr., who has been appointed manager of the New Orleans branch office of the Pacific Mutual, is a native son of the state. He was born in New Orleans in 1894, graduating from Loyola University in 1912, and from

## PUBLIC LIFE INSURANCE COMPANY

An Illinois Company

Capital \$500,000

Brokers' Business Solicited

Any amount up to \$100,000.00

No Color Line. Same Rates for All Male and Female

Standard and Substandard Business Accepted

Service You Can Depend Upon

Agency Office—108 S. La Salle St.  
Chicago, Ill.



#### OPENINGS AT

Boise, Idaho  
Pocatello, Idaho  
Rockford, Ill.  
Springfield, Ill.  
Fort Wayne, Ind.  
South Bend, Ind.  
Terre Haute, Ind.  
Burlington, Iowa  
Davenport, Iowa  
Mason City, Iowa  
Pueblo, Colo.  
Louisville, Ky.  
Grand Rapids, Mich.  
Lincoln, Nebr.  
Billings, Mont.  
Great Falls, Mont.  
Helena, Mont.  
Missoula, Mont.  
Columbus, Ohio  
Dayton, Ohio  
Springfield, Ohio  
Toledo, Ohio  
Amarillo, Texas  
El Paso, Texas  
Houston, Tex.  
Cheyenne, Wyo.  
Roanoke, Va.

"POOR RICHARD" said—  
"All that glitters is not gold."

Promises and Percentages may be made to "glitter"—BUT

The real gold that an Agency contract puts into YOUR pants-pocket is the real measure of that contract.

DURING 1924 THE RENEWAL INCOME PAID MINNESOTA MUTUAL AGENTS AVERAGED—

1. For Agencies less than five years old old \$3,500.
2. For Agencies up to seven years old \$6,000.
3. For Agencies over ten years old \$25,000.

REMEMBER THAT'S JUST RENEWALS!

These men know how real gold glitters—and they know it paid them to get and keep an Agency contract that is Right.

On Agency Matters Address

O. J. LACY  
2nd Vice-President

## THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

ST. PAUL—"Where the Great Northwest Begins"

The Minnesota Mutual now a \$107,000,000 company

## Western Life Insurance Company

OF DES MOINES, IOWA.  
Organized 1867

Now entering upon its 19th year. Over \$20,000,000.00 in force. Assets close to Two Million. Legal Reserve One Million and a Half. Surplus to Policyholders over Quarter of Million.

Home Office  
Des Moines, Iowa

State Branch Offices:  
Sioux City, Iowa Mankato, Minn. Lincoln, Neb. Topeka, Kans.



OUR FIELD  
Over a million and a half paid to policyholders in this territory.

Eleven million people within two hundred and fifty miles of our Home Office—plenty of opportunity for a good man.

We still have a few good openings.

Direct General Agency Contract—liberal commissions—but we are "hard-boiled" on advances.

## COLUMBIA LIFE INSURANCE COMPANY

Cincinnati, Ohio

S. M. GROSS, President

## NORTHERN STATES LIFE INSURANCE COMPANY

Minneapolis, Minn.

Write Home Office  
Exceptional Contracts. Some Choice Territory

## Eureka-Maryland Assurance Co.

OF BALTIMORE, MD.

Incorporated Under the Laws of Maryland, 1822

WE ISSUE

Standard Ordinary and Industrial Policies

J. C. MAGINNIS, President  
J. BARRY MAHOOL, Vice-President

J. N. WARFIELD, Jr., Secretary-Treasurer  
Dr. J. H. IGLEHART, Medical Director

### Life Insurance for a Greater Number



The scope of National Life service is evidenced by the number of applications received from the uninsured which average about 50% of the total. It is further evidenced by the fact that under 46% of the policies becoming claims the insured carried no other insurance.

A National Life Contract offers the opportunity for increased earnings through selling more insurance to more people. Top contracts available in choice territory.

National Life Association, - Des Moines, Iowa

Tulane Law School in 1915. He entered the naval academy at Annapolis and became an ensign. He was assigned duty to a torpedo boat during the war, and after the armistice acted as liaison officer between the French, English and Italian government forces at Venice. Later he became a lieutenant. In 1920, Mr. Nichols became a general insurance

broker. He was appointed public administrator of the parish of Orleans by Governor Parker in 1921 and 1922. Charles F. Gerard, who has been cashier in the Dinkelspiel Agency for 26 years becomes cashier of the branch office. The general agency of Joseph Dinkelspiel & Co., at New Orleans has been terminated.

## PACIFIC COAST AND MOUNTAIN FIELD

### SUBJECT TO INHERITANCE TAX

Attorney General of Utah Gives Out Ruling in Regard to Life Insurance Proceeds

SALT LAKE CITY, UTAH, April 1.—Proceeds of a life insurance policy payable to the estate of a deceased person are subject to inheritance taxes, according to an opinion just handed down by Attorney General Cluff of Utah. The opinion was given to Judge McCrea of the third district court. Mr. Cluff said the inheritance tax law contemplated the taxation of all property, tangible or intangible, whether belonging to inhabitants of the state or not, which pass in contemplation of death.

The question arose out of an inheritance tax case in which a part of the estate transferred was in the nature of benefits on an insurance policy. It was claimed that if it appears that the insurance was taken out and made payable in contemplation of death it would be subject to the tax. It would appear, however, it was stated, that where the amount paid on premiums is but an inconsequential part of the estate the act of taking out the insurance would not be in contemplation of death and would not be taxable.

In the case in question it seems that the insurance was made payable to a certain corporation and the value of that corporation's stock was increased by the amount of the insurance. Mr. Cluff declared that in such a case the assessment of inheritance taxes would come directly on the insurance policy by being reflected in the value of the company's stock. Similarly, proceeds of a life insurance policy made payable to an estate are subject to the tax. Few if any cases involving these points have ever been tested, but Mr. Cluff said he was confident the position taken would be upheld.

### Pushes Bank Deposit Plan

The Western States Life is handling the bank depositors' plan of insurance in Oregon and Washington under the branch offices. A connection has been made with the Peoples Saving Bank at Seattle. H. A. Quait has been appointed district manager of the bank depositors' department at Seattle. In Portland a connection has been made with the Portland National Bank. R. C. Game is the special bank depositors' district manager there. J. W. Stewart, superintendent of agencies of the northern department, is in charge of the entire territory.

### PROTECTS POLICY PROCEEDS

Constructive Measure Passed by Colorado Legislature Receives Signature of Governor

DENVER, COLO., April 2.—Senate Bill No. 53, which makes unlawful the encumbrance of a life insurance policy of any kind, has just been signed by Governor Morley. The bill is regarded as one of the most constructive pieces of legislation enacted during the present session.

The Colorado law already provides for protection of lump payment policies, but until passage of the new law, annuities and other forms of policy payment did not have such protection. By the new law, money left by the insured to the beneficiary is exempt from all tax, and cannot be encumbered by any legal process whatsoever. It also provides for protection of beneficiary from his own acts which might tend to encumber the policy income. Beneficiary cannot borrow money on an annuity or monthly income insurance payment, he cannot assign his right to such funds to another, and none but himself may sign his name for receipt of same, under the new Colorado provision.

Thus, a widow who remarries cannot lawfully sign over such payment to her second husband; her personal signature in this case is required as receipt for such money, although in many other cases, the signature of the husband for the wife is regarded as legal in Colorado.

### Celebrate 18th Anniversary

The 18th anniversary of the opening of the home office agency of the Pacific Mutual Life at Los Angeles was celebrated on March 30 by an all-day agency convention and luncheon, followed by a banquet and dancing in the evening. An interesting program was presented, Jack Russell, associate agency manager, presiding as convention chairman.

### Utah Ruling on Tax Deduction

John G. McQuarrie, new Utah insurance commissioner, has ruled that no deductions can be allowed on insurance taxes on surrender values due on policies cancelled before maturity, following an opinion rendered by the office of the attorney general. The Utah statute provides for payment of taxes on the basis of gross premiums received, allowing a reduction only for the amount of premiums returned, the attorney general held. The point was raised by the New York Life.

## IN THE ACCIDENT AND HEALTH FIELD

### SAYS PLAN IS WORKING WELL

W. B. Hill of U. S. F. & G. Finds Waiting Period for Health Cover Advantageous to Company and Agent.

BALTIMORE, MD., April 1.—W. B. Hill, manager of the accident and health department of the United States Fidelity & Guaranty, regards the waiting period plan as the only solution for the troubles encountered in the writing of health insurance, and considers that the plan is working out very satisfactorily from the standpoint of both the company and the agent.

"The adoption of the waiting period," he said, "was a departure from the old order and was met by a certain amount of resistance, not so much on the part of the insuring public as on the part of those agents who disliked a change in the established sales methods and who feared possible loss of business as a result. A fair trial of the plan has demonstrated that these fears were groundless and that, as a matter of fact and experience, it enables the agent to salvage considerable business that



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"A man can afford to carry his own health insurance for the first two weeks, but he should insure his liability beyond that period. Requests for waivers and cancellations are disturbing elements, though necessary. The means of minimizing these requests may be found in the waiting period policy. Many a risk has a tendency toward recurrent respiratory troubles, disabilities of short duration from colds or bronchial affections, and may be highly undesirable for full health coverage, yet entirely satisfactory with the two weeks' waiting period. Similar examples could be cited almost at libitum.

"It may be argued properly that surgical operation might be necessary within the first two weeks and that provision should be made for reimbursement of the insured for this expense. Our company appreciates this fact and has provided for the payment of surgical operation fees in its waiting period policy, even though the operation is performed within the two weeks' waiting period."

#### Companies Not Hard Hit

Reports from the tornado stricken district in southern Illinois and southern Indiana indicate that not as much accident insurance was carried as was expected. Companies are receiving scattering claims but none seems to have been hit very hard. It will be some time before all the returns are in owing to the confusion but in checking over the names of those injured a number of companies have been able to ascertain if their claims run high.

#### New San Francisco Company

SAN FRANCISCO, CAL., April 1.—San Francisco is to have a new accident and health insurance company if present plans of several San Francisco men materialize. It is to be known as the Sterling Insurance Company. The new company will issue only accident and health policies on a non-assessable basis. Milton A. Nathan is president and general counsel of the new company; F. W. Callison, M. D., vice-president and medical director; Franklin A. Murray, vice-president and general manager; S. Wolff, secretary and treasurer.

#### Phelps Made Claim Auditor

LeRoy Phelps has been made claim auditor of the accident and health department of the Great Northern Life of Chicago, succeeding E. J. Blake, resigned. Mr. Phelps was promoted from the underwriting department, where he had been for two and one-half years, ever since entering the employ of the company.

#### National L. & A. Promotions

J. R. Nutter, formerly a superintendent in the Detroit district of the National Life & Accident, has been promoted to manager of the newly created Chicago No. 3 district. W. H. Woodcock of Baton

Rouge and W. B. Starks of Chattanooga have been advanced to superintendencies in their respective districts. J. M. McCutcheon and G. T. Mills have also been promoted to superintendencies in the West Point and Knoxville districts, respectively. J. H. Johnson of Hopkinsville is now in charge of the Clarksville, Tenn., detached staff as its superintendent.

#### Bienfield Addresses Agents

At a district meeting of accident and health agents of the Mutual Life of Illinois held in Chicago last week, Victor Bienfield, manager of the group accident and health department of the Commercial Casualty of Newark, gave the principal address.

#### Stage "April Shower" Contest

"April Showers Bring May Flowers" is the unique title of a contest among accident and health agents of the Old Line Life of Milwaukee, being staged during April. A flower is placed in each agent's garden for every 100 raindrops he causes to fall. Forty raindrops are produced by \$1 in monthly premiums; 25 by \$1 in quarterly premiums; 15 by \$1 in semi-annual premiums and 10 by \$1 in annual premiums. A reward of 50 cents is paid to agents for every flower growing in the garden in April. Frank J. Tharinger, assistant secretary in charge of accident and health business for the company, is responsible for the idea.

#### Would Make All Non-Cancellable

A bill has been introduced in the Illinois legislature by Representative Mitchell to amend the laws governing accident and health insurance by adding an additional section to the standard provisions, which would make all health policies non-cancellable after they have been in force, during a period of freedom of sickness, for one year. It would also require a physical examination for all health insurance.

A bill in the Missouri legislature, which proposed to make all policies non-cancellable, was passed by the senate but has now been reported unfavorably in the house and there seems to be little probability that it will come up for further consideration there.

#### C. L. Letcher Promoted

C. L. Letcher, formerly an agent in the Uptown New Orleans district of the Life & Casualty, has been promoted to superintendent in that district.

#### Roeser Goes With General

W. L. Roeser, formerly agency supervisor for the accident and health department of the Massachusetts Bonding in charge of the territory comprising several eastern and southern states, has been appointed district manager for the Industrial department of the General Accident at Detroit, Mich. Mr. Roeser resigned from the Massachusetts Bonding in October, 1923, and went with the National Life, U. S. A., as assistant manager of the casualty department. However, he resigned this position in April, 1924, and returned to the Massachusetts Bonding as New England manager for the accident and health department with headquarters in Boston.

### CHANGES IN DISABILITY POLICIES

Brief Review of News About Policies, Riders and Rates, Which Are Given in Full in the Policy Analysis Section of the A & H Monthly Bulletins, Published by The National Underwriter

#### PROVIDENT LIFE & ACCIDENT

The Provident Life & Accident of Chattanooga issues four special automobile policies, three for an annual premium of \$5 and one for \$10. This company has established a separate and special department known as the "Auto-Accident Department" which is in charge of John J. Kennedy. The four policies issued are known as the "Driver's Automobile Accident," "Automobile Accident," "Universal Accident" and the "Premier Automobile Accident." The last named is the \$10 policy. The company has just announced that its "Driver's Automobile Accident" will now cover accidents due to cranking of automobiles. This extended cover will not only apply to all new policies issued

but also to contracts already in the hands of policyholders.

\* \* \*

#### FEDERAL CASUALTY

The Federal Casualty of Detroit has put out a new "housewife policy," which is issued also to household servants, housekeepers, boarding house keepers (women), women solicitors and women whose incomes are uncertain and those whose employment is confined to their homes or the homes of their employers.

The age limits are 17 to 45. It provides a principal sum of \$200 for accidental death and \$100 funeral benefit. The cost per month for \$20 monthly accident and illness indemnity is \$1 for the regular form and \$1.40 for the

## Empire Mutual

### Life Insurance Company

of the United States

KANSAS CITY, MISSOURI



"SAFE AS A GOVERNMENT BOND"

## The OHIO STATE LIFE

LIFE, HEALTH, ACCIDENT AND MONTHLY INCOME INSURANCE.

SEE → LATEST POLICIES AND AGENCY CONTRACT FOR FACTS

Openings Ohio, Ind., Ky., Mich., W. Va., Tex., Okla., Pa. and Calif.

Write Columbus

## FOUR YEARS YOUNG

### Our Business in 1924

Income \$608,000.....Gain 13+  
Assets over \$1,100,000.....Gain 25+  
Capital and Surplus over  
\$358,000.....Gain 14+  
Savings in Mortality \$73,000 or... 66 %

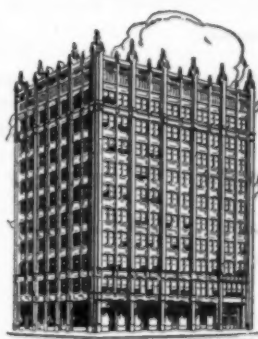
We have paid to our Policyholders or their beneficiaries since our organization started—\$202,476.15.

#### SALESMEN WANTED

Minnesota, Iowa, Nebraska, Missouri, Kansas, Arkansas and Oklahoma.

## NATIONAL RESERVE LIFE INS. CO.

GEO. GODFREY MOORE, President  
Topeka, Kansas



New Home Office Under Construction

## THE MUTUAL LIFE

The Mutual Life Insurance Company of New York has a record of EIGHTY YEARS of prosperous and successful business. It has passed through panics, pestilence and wars unharmed, and to-day, as a result of eight decades of endeavor, offers financial strength, reputation, magnitude, leadership, and life insurance service.

Those considering life insurance as a profession are invited to apply to

## The Mutual Life Insurance Company

of New York  
34 Nassau Street, New York

A text book for beginners, a review book for experienced men, a book that every life insurance man should have—Jacob A. Jackson's "Easy Lessons in Life Insurance." \$1.50, including Quiz Book supplement. The National Underwriter, 1982 Insurance Exchange, Chicago.

## We Say It Again!

From time to time in the last few years the following has been the wording of PENN MUTUAL advertisements in life insurance journals:

"A PENN MUTUAL premium, less a PENN MUTUAL dividend, with PENN MUTUAL values, makes an insurance proposition which, in the sum of all its benefits, is unsurpassed."

Never more true than to-day!—with new and better Policy forms, increasing Dividends, new and constantly improving Service to Policyholders, Beneficiaries, and Agents.

There's steady forward motion in the PENN MUTUAL organization. We warmly welcome men and women of ideals, industry, character.

## The Penn Mutual Life Insurance Company

Philadelphia, Pa.

Organized 1847

THE Company with the personal contract offers excellent openings to clear-thinking, red-blooded agents who like to cooperate with the home office and who will in turn be given every possible aid in their development.

Write or wire for further information

## SAN JACINTO LIFE INS. CO.

Beaumont, Texas

H. M. HARGROVE, President

INDIANA OHIO ILLINOIS IOWA MICHIGAN

## THE LA FAYETTE LIFE

LA FAYETTE, INDIANA

## MUTUAL LEGAL RESERVE

AGENCY CONTRACTS CONTAIN BENEFICIARY PROVISIONS

KANSAS KENTUCKY MISSOURI NEBRASKA

## The GLOBE MUTUAL LIFE INSURANCE COMPANY OF CHICAGO, ILL.

### PROGRESS OF THE GLOBE

Estimated Results for 1924 Over Last Five Years

GAIN IN INTEREST INCOME	382 PER CENT
GAIN IN ASSETS	319 PER CENT
GAIN IN INCOME	85 PER CENT
GAIN IN INSURANCE IN FORCE	85 PER CENT
AVERAGE GAIN OVER LAST FIVE YEARS	228 PER CENT

The above figures are the results of the highest grade of service to policyholders and representatives. The latest is

### CLAIMS PAID BY TELEGRAPH

To which have been added

### CLAIMS ADJUSTED BY RADIO

It is the last word in

### SERVICE

T. F. BARRY, Pres., Gen. Mgr. and Founder.

National Underwriter want ads are result getters

special; for \$25 monthly indemnity, the rates are \$1.25 and \$1.75; for \$30 monthly indemnity, \$1.50 and \$2.25.

### GENERAL ACCIDENT

The General Accident has put out a new "Utopia Disability Policy." This policy carrying \$7,500 principal sum and \$25 weekly indemnity sells in the select and preferred classes at \$85, in the extra preferred at \$95, ages 18 to 50. For ages 51 to 55, there is a \$15 increase in cost, for these amounts and these ages. A brief outline of the policy follows:

Principal Sum—Loss of life, limbs and sight must occur any time during total disability or within 90 days irrespective of total disability.

Accumulations—5 percent annual increase in weekly and elective indemnities and in the surgeon's fees.

Additional Benefits—Weekly indemnity from date of accident to date of loss.

Total Disability—Weekly indemnity during such disability.

Partial Disability—One-half weekly indemnity for not exceeding 32 weeks.

Hospital Indemnity—One-half weekly indemnity for not more than 20 weeks or the same indemnity for nurse's fees.

There are the usual provisions for double benefits, elective indemnities, surgical operations, and identification.

The illness indemnity will be paid for 100 weeks if the disease prevents performing any and every kind of duty pertaining to assured's occupation. There

is no requirement for house confinement. The weekly illness indemnity also increased 5 percent each year at annual renewal. Surgical operations, hospital indemnity, nurse's fees and identification are the same as for accidents except as extended to cover illness.

### FEDERAL SAVINGS

The Federal Savings of Indianapolis has issued a new policy known as the "Real Protection Policy." The cost is \$1,000 principal sum and \$100 monthly indemnity (quarterly premium) is \$10.00 for the regular policy and \$15 for the special. It is also issued with \$500 principal sum and \$50 monthly benefit at half these figures. These rates are for ages 18 to 50 inclusive. For 51 to 55 the rate is increased 25 percent and for 56 to 60, it is increased 50 percent. It is issued on the non-classification plan and to males only. The regular policy does not cover first ten days' illness. Special policy covers every day's illness.

Half the regular benefits are paid for partial disability from accident or non-confining disability for sickness. Disability benefits are paid for a maximum of 52 weeks. Provision is made for liberal payments to cover medical and surgical expense for non-disabling injuries. The principal sum is payable for loss of both hands, both feet, both eyes, one hand and one foot, either hand or foot and one eye. For the loss of either hand or foot or sight of one eye, \$150 is paid where the principal sum is \$500 and \$300 where it is \$1,000.

## NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and April respectively. PRICE, \$3.50 and \$2.00 respectively.

### PEOPLES LIFE NEW POLICIES

Will Now Write Non-Medical for \$1,000—Has New Semi-Endowment Form

The Peoples Life of Chicago has announced that it will accept applications for life insurance, with a maximum of \$1,000, without medical examination. The plan followed by the Peoples Life will be similar to that in use by a number of American companies and most of the Canadian companies, except that the maximum issued under the plan will be \$1,000 instead of \$2,000. The details are now being worked out and the application forms are being prepared.

#### New Semi-Endowment

The Peoples Life has also issued a new semi-endowment at age 75, called the "Business Men's Special." It is a \$5,000 policy, maturing as an endowment at age 75 for one-half the face of the policy, but payable at any time during the life of the policy for the full face amount. The annual premiums on this form are as follows:

Age	Prem.	Age	Prem.	Age	Prem.
15....	\$59.15	30....	\$2.55	45....	\$137.25
16....	60.25	31....	2.65	46....	143.05
17....	61.35	32....	2.75	47....	149.25
18....	62.55	33....	2.85	48....	155.90
19....	63.80	34....	2.95	49....	163.45
20....	65.15	35....	3.05	50....	171.15
21....	66.50	36....	3.15	51....	179.40
22....	67.95	37....	3.25	52....	189.15
23....	69.45	38....	3.35	53....	198.80
24....	71.05	39....	3.45	54....	210.15
25....	72.75	40....	3.55	55....	222.55
26....	74.50	41....	3.65	56....	235.95
27....	76.35	42....	3.75	57....	250.65
28....	78.35	43....	3.85	58....	266.65
29....	80.40	44....	3.95	59....	284.20

#### Connecticut General

The Connecticut General has increased the limits of risks on groups of more than 50 people to \$10,000, the former limit being \$5,000. The Connecticut General has also liberalized its occupational coverage for groups. The additional charge formerly made for most of the hazardous occupations has been removed.

### ADOPTS NON-MEDICAL PLAN

Guardian Life Announces the Rules Under Which It Will Accept These Risks

The Guardian Life is the latest company announcing that it will issue non-medical policies under all plans except term and joint life, the face of the policy being \$2,000 or under. In making this announcement the Guardian Life says:

The Guardian feels that non-medical life insurance is a logical step forward in the recognition of preferred risks, which recognition, from the standpoint of operating economy and sales efficiency, will not only prove immediately productive of business, but will result in increased sales to policyholders whose good-will was first gained through the medium of a non-medical policy. It is easy to see how a preferred risk, when won over to insurance by the non-medical feature, can later on be induced to increase his holdings by taking additional insurance of the standard variety.

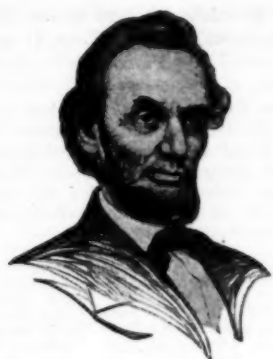
#### Decreases Sales Resistance

It is also quite evident that non-medical insurance tends to decrease sales resistance to a large degree. The inconvenience of securing prompt medical examinations in some localities, of the fear and reticence many people have toward physical examinations, particularly unmarried women, has been recognized as the draw-back to the successful completion of a great many life insurance sales in the past. Under this new method the time elapsing between the writing of the application and the delivery of the policy will be of such short duration that it will make it much easier for the life insurance agent to place the written business. Unmarried self-supporting women are a growing class of good prospects and with the objections mentioned removed—they will be more likely to accept the idea of a value and protection through life insurance.

In order to place the policy more promptly in the hands of the agent for delivery the company has issued the following instructions for the guidance of its fieldmen.

1. At present this plan will be limited





## We Believe in Men

The rank and file of men are honest, earnest and loyal.

They are eager to learn and quick to appreciate genuine helpfulness. They want to build along practical thrift lines. They will fight for business ideals that ring true.

These natural virtues in men form the basis of the close co-operation between the Home office and the agency force of The Lincoln National Life Insurance Company. These instinctive traits cause The Lincoln National Life agency force to give back a harvest of better results for all service expended in their behalf.

Men who benefit from such a spirit of whole-hearted team work find it profitable to

LINK UP WITH THE LINCOLN

The

# Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building

Fort Wayne, Ind.

Now More Than \$350,000,000 in Force

April 3, 1925

applicants residing north of the north-  
border of North Carolina, Tennessee,  
Kansas, Oklahoma, and Texas. In  
Colorado, Iowa and Nebraska legal re-  
strictions prevent the use of this plan.  
Only agents who have completed  
the company's educational course or who  
are past or present members of the  
Leaders' Club, are privileged to write  
non-medical cases, with the understand-  
ing that the business originated with  
the agent signing the application.  
1. The applicant must be not less than  
21 years of age nor have passed his or  
her 45th birthday.  
2. The applicant must be a male  
capable of earning a living, or an un-  
married (spinster) wage earning female  
employed outside the home. Female fac-  
tory workers or domestics are not  
eligible.

### Limit Put at \$2,000

3. The amount of life insurance must  
not exceed \$2,000 and will be issued on  
any plan of insurance except term or  
joint-life.  
4. \$2,000 is the limit of non-medical  
insurance permitted on any one life, and  
the total must included the policy ap-  
plied for.  
5. The applicant must not be en-  
gaged in a ratable occupation, or one  
which would eliminate special benefits  
according to the company's manual.  
6. The risk must presumably be first-  
class in every respect.  
7. All the questions in the application  
must be answered to the company's  
satisfaction.  
8. The company reserves the right  
to require a medical examination in any  
case.

### "SUPER-STANDARD" CONTRACT

#### Ohio State Life Announces New Policy for Risks of Especially Desir- able Class

The Ohio State Life is now issuing a  
super-standard whole life, non-partici-  
pating policy on the lives of men be-  
tween 20 and 60, who are "physically  
fit, mentally capable, morally depend-  
able and habitually responsible."

#### Unit of Policy \$5,000

The unit of the policy is \$5,000, pay-  
able in one lump sum, and policies will  
be written in multiples of this amount,  
with premiums payable quarterly, semi-  
annually or annually. There are two  
disability riders, requiring additional  
premiums. One provides for the waiver  
of premiums only, the other for the  
waiver of any and all premiums, pay-  
ment of 1 per cent a month during total  
and permanent disability (never less  
than \$50 a month), and for payment of  
the full face value of the policy on the  
death of the insured. There is also an  
accidental death rider providing, at a  
slight increase in cost, for double in-  
demnity.

#### Options of Settlement

At the age of 70 the insured may  
choose, in full settlement of the policy,  
a monthly income of \$34.40 per each  
unit of \$5,000, payable on the first day  
of each month for 100 months certain,  
or a monthly income of \$27.40 per unit,  
payable for 100 months certain and as  
many months thereafter as he may live.  
Should death occur before all the 100  
monthly installments are paid under  
either option, the commuted value of  
any unpaid installments certain will be  
paid to the beneficiary if living, other-  
wise to the executors or administrators.  
The company says these policies are  
designed for "worth-while, well regu-  
lated, better-than-average Americans."

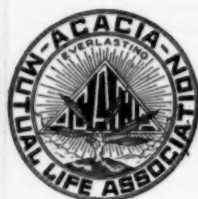
#### Guardian Life

The Guardian Life announces that it  
will issue convertible term policies with  
the premium waiver and double indem-  
nity clauses. The premium waived of  
course will be the term premium. In  
the event of conversion during the term  
period, the insured remaining disabled,  
the premiums upon the converted plan  
will not be waived entirely but merely  
reduced by the term premium waived,  
and only for the period during which  
the term premium would have been  
changed. This means that after the ex-  
piration of the original term period there

## Attractive Agency Openings in Thirty-Five States

To Agents who are Master Masons we offer:

Liberal First Year Commissions—  
Continuous Renewals — Real Home  
Office Cooperation.



We issue all Standard Forms of Old  
Line Legal Reserve policies to Master  
Masons only—at Net Cost

Insurance in Force over \$175,000,000—  
Assets over \$12,000,000.

**ACACIA MUTUAL LIFE ASSOCIATION**

HOMER BUILDING

WILLIAM MONTGOMERY, President

WASHINGTON, D. C.

## THE COLUMBIAN NATIONAL LIFE INSURANCE COMPANY

BOSTON, MASSACHUSETTS

Arthur E. Childs, President

Columbian National Agents can  
offer the best in

**LIFE, ACCIDENT, AND HEALTH INSURANCE**

Columbian National Policies  
make selling easier

Policies backed by one of the very strongest companies in  
the country, having ample capital, surplus and highest  
standard of reserves.

### IF YOU ARE STRONG ENOUGH TO STAND ALONE

Secure a contract with California State Life and receive the full com-  
mission on your business without reduction to take care of the expenses  
of superintendence and losses from advances to weak salesmen.

Exceptional opportunities for capable, experienced salesmen. Attract-  
ive first year commissions and liberal renewals. References required.  
No advances.

Write to:

J. R. Kruse, Vice-President

**CALIFORNIA STATE LIFE**

Sacramento

You've heard it said that National Underwriter Want  
Ads are result getters—they are.

will be no reduction of the premium on  
the converted policy.

### PACIFIC MUTUAL'S DIVIDENDS

New Schedule for 1925 Shows Notable  
Increases, Ranging From 15 to 25  
Percent

The Pacific Mutual Life has issued a  
new dividend schedule, effective May 1,  
and showing increases varying from 15  
to 25 percent with various ages and  
policy forms. Examples of the new  
dividend schedule, compared with the  
old, are as follows:

		End 1st Year				End 3rd Year	
Age	Scale	Old	New	Scale	Inc.	Old	New
		Scale	Inc.			Scale	Inc.
20.....	\$3.03	\$3.84	\$0.81	\$3.78	\$4.68	\$0.90	
30.....	3.64	4.45	.81	4.42	5.30	.88	
40.....	4.81	5.72	.91	5.60	6.54	.94	
50.....	7.18	8.50	1.32	7.91	9.32	1.41	
60.....	10.35	12.58	2.23	10.84	13.25	2.41	

		End 5th Year				End 10th Year	
Age	Scale	Old	New	Scale	Inc.	Old	New
		Scale	Inc.			Scale	Inc.
20.....	\$3.23	\$3.95	\$0.72	\$4.17	\$4.94	\$0.77	
30.....	3.95	4.60	.65	4.91	5.61	.70	
40.....	5.34	6.05	.71	6.29	6.97	.68	
50.....	8.13	9.12	.99	8.95	9.99	1.04	
60.....	11.54	13.46	1.92	12.10	14.02	1.92	

		End 5th Year				End 10th Year	
Age	Scale	Old	New	Scale	Inc.	Old	New
		Scale	Inc.			Scale	Inc.
20.....	\$3.30	\$4.08	\$0.78	\$4.40	\$5.24	\$0.84	
30.....	4.12	4.76	.64	5.22	5.95	.73	
40.....	5.67	6.38	.71	6.73	7.45	.72	
50.....	8.76	9.78	1.02	9.63	10.71	1.08	
60.....	12.34	14.25	1.91	12.83	14.77	1.94	

		End 5th Year				End 10th Year	
Age	Scale	Old	New	Scale	Inc.	Old	New
		Scale	Inc.			Scale	Inc.
20.....	\$3.41	\$4.31	\$0.90	\$4.78	\$5.74	\$0.96	
30.....	4.38	5.07	.69	5.76	6.54	.78	
40.....	6.22	6.94	.72	7.49	8.26	.77	
50.....	9.71	10.77	1.06	10.71	11.83	1.12	
60.....	13.34	15.31	1.97	13.81	15.80	1.99	

		End 1st Year				End 5th Year	
Age	Scale	Old	New	Scale	Inc.	Old	New
		Scale	Inc.			Scale	Inc.
20.....	\$4.53	\$5.45	\$0.93	\$2.93	\$3.76	\$0.83	
30.....	5.08	5.98	.90	3.84	4.65	.81	
40.....	6.44	7.51	1.07	6.26	7.33	1.07	
50.....	8.53	10.07	1.54	8.94	10.54	1.60	
60.....	11.06	13.51	2.45	11.10	13.55	2.45	

		End 3rd Year				End 5th Year	
Age	Scale	Old	New	Scale	Inc.	Old	New
		Scale	Inc.			Scale	Inc.
20.....	\$5.38	\$6.15	\$0.77	\$3.18	\$3.91	\$0.73	
30.....	5.94	6.63	.69	4.24	4.91	.67	
40.....	7.39	8.17	.78	7.04	7.80	.76	
50.....	9.72	10.86	1.14	10.37	11.56	1.19	
60.....	12.30	14.32	2.02	12.84	14.86	2.02	

		End 3rd Year				End 5th Year	
Age	Scale	Old	New	Scale	Inc.	Old	New
		Scale	Inc.			Scale	Inc.
20.....	\$6.07	\$6.89	\$0.82	\$3.28	\$4.09	\$0.81	
30.....	6.82	7.33	.51	4.47	5.17	.70	
40.....	8.06	8.89	.83	7.54	8.31	.77	
50.....	10.49	11.68	1.19	11.43	12.68	1.25	
60.....	13.05	15.11	2.06	13.81	15.89	2.88	

		End 5th Year				End 10th Year	
Age	Scale	Old	New	Scale	Inc.	Old	New
		Scale	Inc.			Scale	Inc.
20.....	\$7.26	\$8.15	\$0.89	\$3.47	\$4.38	\$0.91	
30.....	7.78	8.57	.79	4.89	5.64	.75	
40.....	9.24	10.14	.90	8.39	9.23	.84	
50.....	11.75	12.97	1.22	13.10	14.42	1.32	
60.....	14.09	16.19	2.10				

		End 5th Year				End 10th Year	
Age	Scale	Old	New	Scale	Inc.	Old	New
		Scale	Inc.			Scale	Inc.
20.....	\$8.17	\$9.09	\$0.92	\$3.61	\$4.60	\$0.99	
30.....	8.68	9.48	.80	5.22	6.02	.80	
40.....	10.12	11.04	.92	9.05	9.91	.86	
50.....	12.58	13.87	1.29	14.26	15.63	1.37	
60.....	14.68	16.81	2.13				

## WITH INDUSTRIAL MEN

### ARE TO HONOR KLUSMEIER

Prudential Superintendent in Cincinnati  
Will Celebrate His Twentieth An-  
niversary With the Company

William Klusmeier, superintendent  
of a Cincinnati Prudential district, having  
headquarters in the Second National  
Bank building, is celebrating his  
anniversary in the life insurance busi-  
ness and with the Prudential with a  
special meeting April 2, followed by  
dinner the same evening. About 100  
guests were expected at the dinner.  
Mr. Klusmeier first began his work  
with the Prudential at Linton, Ind., was  
promoted to be superintendent of the  
Cincinnati office and went from Cin-  
cinnati 13 years ago. He is a most  
careful and energetic superintendent,  
has a low employee turnover in his  
agency and has developed many  
superintendents and assistant super-  
intendents in his office.  
Among those who attended the dinner  
were W. R. Konow, assistant secretary  
of the Prudential; W. H. Bettner, man-  
ager of Division F in Ohio; Thomas  
Girtanner, manager of Division O in  
Indiana and Kentucky; Superintendent  
D. C. Williams of Evansville, who started  
Mr. Klusmeier in the business, and  
Klusmeier's three sons, one of whom  
William Klusmeier, Jr., is a supervisor  
of agents for the Western & Southern

### Public Savings Changes

The Public Savings announces recent  
changes in the field: Agent J. H. White,  
Indianapolis west, is promoted to super-  
intendent.

Agent J. H. Stevens, is promoted to  
superintendent at Noblesville, Ind.  
Superintendent F. L. Cottingham,  
Noblesville, is transferred to Ham-  
ilton, O.

Superintendent J. Williams, Michi-  
gan City, Ind., is transferred to Gary, Ind.  
Agent L. L. Rice, is promoted to su-  
perintendent at Michigan City.

Agent J. M. Edelen, Indianapolis north,  
is promoted to superintendent of a newly  
created district at Anderson, Ind.

### Death of James Reid

James Reid, superintendent unattached  
at Los Angeles, who recently died, was  
one of the old timers of the Prudential,  
entering its service Jan. 14, 1899, as as-  
sistant in New York No. 2. He passed  
up the ladder, becoming superintendent  
of Middletown, Conn., and in 1892, was  
sent to Milwaukee. Then he went to  
Cincinnati and in 1914 located at Los  
Angeles.

### Promotions in the Prudential

Following the death of Vice-President  
Frederick W. Tasney, some promotions  
were announced at the home office of  
the Prudential. Frederick A. C. Baker,  
assistant secretary in charge of the  
southeastern group of divisions, is as-  
signed to assist Vice-President George  
W. Munsick in charge of agencies.  
Henry B. Sutphen, supervisor, has been  
made assistant secretary, succeeding Mr.

## New Policy

Disability Benefits of \$15.00 per \$1,000.00

Waiver of Premium

Broader Double Indemnity Clause

Loans at end of Second Year

ORGANIZED 1850

*The Manhattan Life*

INSURANCE CO.

66 BROADWAY

NEW YORK



## NEWS OF LOCAL ASSOCIATIONS

### HOW ESTATES ARE CONSERVED

**Attorney, Expert in That Line, Tells Kansas City Association of His Methods**

KANSAS CITY, MO., April 1.—The Life Underwriters' Association of Kansas City recently had as speaker Henry H. Asher, an attorney of Lawrence, Kan., who, returning from the war, saw the opening in the tax and estate conservation field, and concentrated on that class of service. He declares that in most cases he finds that life insurance is actually the solution of estate problems. He urged the life underwriters to make earnest efforts to supply life insurance contracts, pleading with them to realize the vital service they are rendering when they sell a contract that will conserve an estate, and enable the insured to leave the protection for his family or corporation that he had intended.

#### Expert Help Is Needed

Mr. Asher warned, however, against attempts to give advice on estates and taxes without very full and sure data to work on. He urged that expert help be secured on the highly technical elements of estate programs.

He gave many explicit illustrations of the schedules he had prepared for clients, in which life insurance had a prominent part—incidents that were in themselves useful to underwriters in handling cases.

Mr. Asher deals directly with his clients, charging them fees for his service in rearranging their estates, and planning for conservation. When life insurance arises as a factor in such rearrangement, the client's own insurance agent is called in, or the client's wishes with reference to the companies to be given the business are regarded. In such instances, the underwriter handles all the details and he does not "split" with the tax expert.

"I make it plain to the client, and to the life underwriter, that I am solely concerned with the outlining of an estate conservation program," said Mr. Asher. "The client is assured that I have no interest in the placing of the life insurance contract."

Canton, O.—The sixteenth local association of life underwriters in Ohio was organized here last week with about 50 in attendance. Clinton F. Criswell, executive secretary of the Cleveland association, was present and assisted in the forming of a temporary organization. Another meeting will be held in about two weeks to complete the permanent organization.

Northern California.—Prof. Edward K. Strong, instructor in psychology at Stanford University and formerly connected with the Carnegie School of Life Insurance Salesmanship, was the principal speaker before the regular monthly meeting of the Northern California association at San Francisco. The theme of Professor Strong's talk and the point which he emphasized throughout was "Make people want what they need." He drew a very plain line of demarcation between "want" and "need," stating that a prospect may need life insurance but not want it and pointed out that the way to successfully sell life insurance is to create in the consciousness of the prospect a "want" for the protection. He pointed out that life insurance is never bought—it is always sold. "The prospect may need the insurance but not want it," said Dr. Strong, therefore the actual feeling of "want" must be created in the mind of the prospect by the life insurance salesman.

Victor Anderson, vice-president of the association, who is handling the arrangements for the sales congress to be held in May, gave a brief outline of the program as thus far arranged and stated that "The Heart of the Estate," the successful drama which was given at the National Association convention in Los

Angeles last year, would be produced at one session of the congress.

Boston, Mass.—The March meeting of the Boston association brought out 150 members to hear an inspirational talk by Hugh D. Hart, general agent of the Aetna Life in New York City, on the outlook of life insurance for the future. Franklin W. Gansse of the executive committee of the National Association reported on the proceedings of that committee which met earlier in the month in New York City.

The April meeting of the Boston association will be held on April 17 at which time National President John W. Clegg will be present and deliver an address. The general agents of Boston will give a luncheon to President Clegg at noon. At 3:30 p. m. President Clegg will deliver his address in the auditorium of the John Hancock Mutual Life home office building. At the latter gathering Charles C. Gilman and Earl G. Manning will stage their sales demonstration recently given at the Advertising Club.

Lansing, Mich.—Local life underwriters are planning the biggest insurance rally ever undertaken in central Michigan for next week when John L. Shuff of the Union Central at Cincinnati comes here for an address, and the insurance play, "The Heart of the Estate," is put on by a special troupe coached by H. Wibert Spence of Detroit, Michigan state manager of the Mutual Life of New York. More than 500 persons are expected to attend. Agents are to bring along prospects and policyholders.

The Lansing association has issued invitations to life agents of several other cities and groups from Detroit, Grand Rapids, Flint and perhaps other Michigan communities are expected. An unfortunate misunderstanding as to the exact date of the affair has hampered the local association in planning for the event, but it is understood that the rally will be staged either Monday or Tuesday of next week.

Mr. Shuff will be honored early in the evening at a special dinner, to be exclusive to agents, and he is understood to be preparing two separate talks, one along more technical lines for the preliminary affair, and another along popular lines designed to appeal to the layman as well as the agent.

New England Women's.—William Lloyd Garrison, Jr., of the Coffin & Burr Investment Company, Boston, addressed the New England Women's association at its March meeting on "Women in Business." He stressed the wonderful opportunities presented in this day and generation open to women in all walks of life. He noted accomplishments of women in various activities and the advantages they had for specializing. He analyzed the intellectual approach in selling, the psychological approach, the advantages of the interrogative method and the propriety of using the emotional appeal in presenting the subject of life insurance. He expressed the opinion that the present activities of women in the business world were but a very modest beginning of what they would be in the next 50 years.

The executive officers of the New England Women's association conducted an attractive and interesting booth describing life insurance activities the past week in Horticultural Hall Boston, where there has been held a convention devoted to women's vocations.

Long Beach, Cal.—A party consisting of John H. Russell, vice-president of the National Association of Life Underwriters; A. M. Anderson, president of the Los Angeles Association; E. P. Perrine, former executive secretary; William C. Murray and a number of other members of the Los Angeles association met in joint conference Friday evening with the leading life men of Long Beach for the purpose of reviving the Long Beach branch of the Los Angeles association or taking the necessary steps for the formation of a separate organization. Mr. Murray presided as chairman and brief talks were made by Messrs Russell, Anderson, Perrine and others. An expression of the preference of the Long Beach contingent upon the subject revealed the fact that it was in favor of the organization of a separate and distinct association, and accordingly three committees, one each on arrangements, nominations and constitution and by-

## ACTUARIES

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Baker in the southeastern group. John E. Birkett, assistant secretary of the western group, is placed in charge of the Prudential's group and wholesale insurance. John P. Mackin, supervisor, has been elected assistant secretary, succeeding Mr. Birkett in the western group. George W. Williams, manager of Division J, becomes a supervisor succeeding Mr. Mackin in the western group. B. L. Worthington, manager of Division D, becomes a supervisor, succeeding Mr. Stephen in the southeastern group.

### News of the Prudential

Agent Martin Lych, Pittsburgh No. 1, is the leader in Division "E" of the Prudential from the standpoint of low arrears. His record indicates that 1925 will be the biggest in the 16 years he has been with the company.

Louis A. Lautenslager is appointed assistant superintendent at Ellwood City, Pa., after serving as agent at Ambridge, Pa.

### Prudential's Louisiana Meeting

A statewide conference of agents and managers of the Prudential branches in Louisiana was held Saturday at New Orleans. Officials of the company from the home office present at the meeting included Edward D. Duffield, president; George Munsick, vice-president; John W. Steadman, vice-president, accompanied by their wives; Willard Hamilton, vice-president; Frederick C. Baker, vice-president; and Henry D. Stuphen, supervisor. J. M. Goldsmith of New Orleans was in charge of the conference.

The first publication each year in book form of the annual statements of all the life companies is in the back of the Little Gem Life Chart, which is delivered to subscribers early in April. This is a five-year financial and insurance exhibit including the Jan. 1, 1925 figures and covering 22 important items. You pay no more for the Little Gem, yet this important information, and much besides, is not in other vestpocket books. Order your 1925 copy now. The National Underwriter Co.

## MORE THAN 50%

of the business written by some of our larger agencies is a direct result of the Fidelity lead service. Our agents interview interested prospects—people who have written the Head Office for information.

Fidelity is a low-net-cost company operating in 40 states. Full level net premium reserve basis. Over Quarter of a Billion in force. Faithfully serving insurers since 1878.

**FIDELITY MUTUAL LIFE  
INSURANCE COMPANY, PHILADELPHIA**

Walter LeMar Talbot, President  
A few agency openings for the right men



**Stephen M. Babbitt**  
President

**Hutchinson, Kansas**

laws, were appointed and April 13 set as the date for a meeting at which definite action will be taken for the formation of the Life Underwriters' Association of Long Beach.

**Saginaw, Mich.**—Leonard T. Hands, state insurance commissioner, in an address here before the Saginaw Insurance Exchange and the Saginaw Life Underwriters Association, made a plea for high standards of ethics on the part of insurance agents. He said the public at large knows little about the profession of insurance underwriting and needs the competent insurance man as much as the insurance man needs the public.

**Pontiac, Mich.**—Officers were recently elected at a reorganization meeting of the Pontiac Association. The president for the remainder of the year is Alfred Eriksen. Other officers are H. A. Sinclair, vice-president; Charles F. Durrant, second vice-president; Elmer G. Wilson, secretary; J. C. Erb, treasurer. A membership drive is being planned.

**North Texas.**—The regular monthly meeting of the North Texas association will be held at Dallas April 10. At this meeting it is announced the principal speaker will be Frank L. Jones of Indianapolis.

**Baltimore, Md.**—The Baltimore association will hold its annual sales congress the second Thursday in May.

Leonard A. Spalding was named chairman of the committee in charge of the congress. Mr. Spalding is greatly interested in sales methods and has had a great deal of experience in past congresses.

**New York City.**—Frank H. Davis, agency vice-president of the Equitable of New York, and Clayton M. Hunsicker of the Fidelity Mutual at Philadelphia, will be the speakers at the next meeting of the New York City association.

April 14. Mr. Hunsicker has taken for his subject "Business Insurance" which will be very welcome in view of the demand of the members for a discussion of that topic. Mr. Davis has not selected a subject but his address will be of an inspirational nature. The executive committee of the association will meet April 6 to discuss methods of improving the value of the organization to the members.

## EXPERIENCE ON NON-MEDICAL LIFE BUSINESS IN CANADA IS REVIEWED

**A**S the Canadian companies are the pioneers on this side of the water in the practice of writing life insurance without medical examination, their experience is being closely watched by American companies and taken largely as the guide for those adopting this plan in the United States. The plan has not been in operation in Canada for many years, but a large volume of business has been written on this basis and thus far the experience has been equally as good as on the medically examined business. Even those companies that have made an excellent showing believe, of course, that it will take several more years and a great amount of additional

business to prove the merits of the plan, but are gratified with the experience thus far recorded. A review of the individual experiences of these Canadian companies has been compiled by THE NATIONAL UNDERWRITER and will be of interest to those who are following the development of non-medical business in this country.

### Manufacturers' Life

The Manufacturers' Life of Toronto began issuing non-medical business in Jan., 1921, the first Canadian company to do so. Business was limited to men and single women making their own living, between the ages of 16 and 45. At the outset, a limit of \$1,000 was es-

tablished, but this has been increased to \$2,000. The company has written a large volume of business on this plan in the four years, reporting \$30,000 in force at the end of 1924, written without medical examination. The mortality experience of the Manufacturers' Life on this class has been extremely favorable and in every way satisfactory. The company operates on the branch office agency system, whereby every agent has a contract with the company. Life or no brokerage business is done and the company has found no disposition on the part of its agents to impose pure risks on the company. All Canadian companies, however, are fairly well guarded against an attack from the public, as all non-medical cases are handled through a central reporting bureau and practically all make use of inspection reports. The Manufacturers' Life secures inspection reports on all of its business, whether non-medical or not. Furthermore, all business except on the basis is reported to a central office so that the companies do not encounter the danger of duplication in any one year.

### Point Out Advantages

The Manufacturers' Life has found this form of underwriting advantageous for several reasons. Prior to the adoption of the plan there was always a proportionately large number of applications which were held up awaiting the arrangement of the medical examination. This was particularly true of the branches doing a rural business, but was also true in the cities. This has been overcome to a great extent through the adoption of a non-medical plan. Again there was a class of prospect who was averse to undergoing a medical examination or who could not be sold insurance unless the whole matter was cleaned up at the one time. The agent is now able to do this under the non-medical business and the agency force has become so thoroughly wedded to the idea that it would object strongly at a suggestion of discontinuing it.

### Dominion Life

The Dominion Life of Waterloo has been writing non-medical business for two years and has been writing the business for amounts not in excess of \$2,000, between the ages of 15 and 45. The mortality experience has been more favorable than that experienced under the medical examined business and the company feels it has little to fear in the unscrupulous agent putting over undesirable risks. It is recognized that this may occasionally occur, but the company feels that in any event the saving in expense on a small policy will more than counteract any unfavorable mortality experienced.

The Dominion Life also followed the system of having every risk inspected, and believes that these inspection reports, combined with the form of application used, sufficiently safeguards the interests of the policyholders. The Central Reporting Bureau is also used, though the fact that so very few cases occurred where duplication of policies was requested has resulted in talk of discontinuing this bureau. Not a single case of an impaired life trying to get a large amount of insurance without medical examination has been incurred.

The Dominion Life has extended its non-medical application form to all policies, making this application compulsory within the age limits prescribed. No objections have been encountered and the chief advantage in expense saving has been extended throughout the company's business. There is also a saving of the agent's time in writing and closing business. Though admitting that the present experience is very limited, the Dominion Life believes that it has proven a real success and favorable experience with the business is expected in the future.

### Continental Life

The Continental Life of Toronto reports that its experience on non-medical business has been rather good. It commenced to write non-medical business in May, 1922, and during the remainder

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Age Limits from 0 to 60.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i.e. Annual, Semi-annual or Quarterly Premium plan.

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Same Rates for Males and Females.

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Standard and Substandard Risk Contracts, i. e. less work for nothing.

We have openings in Ala., Ariz., Ark., Dela., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., Miss., N. M., N. C., Okla., S. D., W. Va., Wyo.

## THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO, ILL.

B. R. NUESKE, President

The Company has its Home Office in its own building at 166 W. Jackson Blvd., running through to Quincy and Wells Streets, right in the heart of Chicago's Financial district.



April 3, 1925

of that year it issued policies on non-medical applications for \$1,277,000. Rejections totalled \$94,500 that year and there were no death claims. In 1923 the company issued \$1,006,350 of non-medical business and rejected \$72,500. Three death claims occurred that year on this class of business, amounting to \$3,000. Of this, \$2,000 was issued in 1922 and \$1,000 in 1923, and the causes of death were tubercular meningitis, appendicitis, abscess and carcinoma. In 1924 the Continental Life issued policies for \$2,093,472 on the non-medical plan and rejected \$71,000. Five death claims occurred for a total of \$4,500. Of these claims one was for \$1,500, one year's premium paid, caused by perforation of gastric ulcers; one was for \$500, one year's premium paid, caused by angina pectoris; one for \$1,000, two years' premium paid, died of ulcerative endocarditis; one for \$500, two years' premium paid, died from peritonitis; and one for \$1,000, two years' premium paid, died from pulmonary phthisis. Thus the total for the three years' experience showed that out of \$6,078,822 non-medical insurance issued, death claims totalled only \$7,500.

The Continental Life limited the non-medical business to \$1,500 during 1922 and 1923, but increased the limit in 1924 to \$2,000. Only those between ages 15 and 45 are considered and married women must have a medical examination. The Continental takes precautions with its non-medical applications, requiring a report from the agent in each case and also obtaining a confidential report from a reporting agency. The company does not doubt but what there may be expected a somewhat higher mortality on this class of business in later years but feels that the extra mortality will be more than offset by the saving of medical fees. So far the mortality experience has not been any worse than its experience in connection with the medically examined business.

#### Crown Life

The Crown Life of Toronto has been operating on this plan for about three years and its mortality experience has been quite satisfactory so far. The company has found its agents more careful in the filling in of the application form in the case of non-medical business, as they realize the responsibility placed upon them. In fact, the company reports that a few of its agents have objected to the non-medical system on account of the added responsibility. The main advantage of the business is that the scattered country districts, where doctors are few and difficult to obtain quickly, are given better service. This undoubtedly applies more to western Canada than to the more settled districts. The Crown Life reports that it has not observed any case where an applicant physically impaired has endeavored to load up with insurance by securing non-medical policies from the various companies.

#### North American Life

The North American Life of Toronto has been transacting non-medical business for only one year and it does not look upon its experience as of sufficient amount to judge the class. The company believes it would take a period of seven to ten years, engaging thousands of lives, before its experience would warrant expression of a definite opinion on the subject.

#### Imperial Life

The Imperial Life of Toronto has found its experience in all respects favorable. The company has built an agency system which has developed a class of agents it can depend upon to make a proper selection. The agents are carefully selected in the first place and then local conventions are held at which the executive officers of the company get in touch with practically the entire agency force. The experience thus far has shown that the agents do exercise all reasonable care in selecting the risks which they submit on the non-medical basis. The questionnaire which

the applicant must sign as the basis of his contract is, of course, a searching one and would render it practically impossible for him to impose upon the company without placing the company in a position to contest the claim. Up to the present date, however, there has been no reason for contesting any claim on the non-medical business and the mortality experience has been exceptionally favorable. The limit which the Imperial Life takes is \$2,000 and the smallness of the amount scarcely makes it worth while for an applicant deliberately to commit fraud.

#### Found No "Loading Up"

In regard to an applicant who is a poor risk endeavoring to get all the insurance he can without medical examination, the Canadian companies had a record kept at a central bureau of all cases, accepted without medical examination and it was found, after several years' experience, that there seemed to be no tendency for any individual applicant to load himself up with non-medical insurance. The experience of the Imperial Life has been such as to cause it to think the system a very desirable one and no disadvantages have been encountered except perhaps a tendency for the applicant to take a \$2,000 policy where, had he been medically examined, he might have been induced

to take one for a larger amount. That, however, is a supposition, with no means of ascertaining accurately whether such a tendency does prevail. The principal advantage of the system is that it is attractive business in country districts, where the agent is enabled to secure the application with a minimum of trouble both to himself and to the applicants. It also enables many applications to be secured, both in city and country, for those who do not have the time and inclination to go to the trouble of being medically examined.

#### Mutual Life, Waterloo

The Mutual Life of Waterloo has not done non-medical business except in a limited way. It only does non-medical business in country places and in villages where medical examiners cannot readily be reached. In cities and towns it expects medical examinations. It has on its books about \$3,700,000 of non-medical business. It has been taking this class of business for two years. To date only about six claims have arisen. The company has not found anything more startling in the nature of the claims than in medically examined business. The limit non-medical application is \$2,000. The company requires a urinalysis in each case and takes a Retail Credit report on each applicant. The officials have not discovered any reasons

to mistrust the agents in making proper selection, nor seen any disposition on the part of agents to give poor risks. Neither have they found any disposition on the part of prospects to secure insurance without examination. They have not discovered any serious disadvantage. The chief advantage is in the fact that in country places business need not be held up awaiting medical examination. Their conclusion in the light of the limited experience is that non-medical business is satisfactory.

#### Excelsior Life

The Excelsior Life of Toronto was one of the original four Canadian companies which inaugurated the non-medical plan. It has been doing this business for four years and so far has found it very satisfactory. No disposition has been encountered on the part of the agent to impose poor risks upon the company, nor has there been any evidence of attempts being made by applicants to secure large amounts of non-medical insurance. The company's limit is \$2,000.

#### Ontario Equitable

The Ontario Equitable Life & Accident of Waterloo, Ont., has been writing nonmedical business since the latter part of 1923, and has had very favorable experience thus far. In 1923 the company

## Complete Coverage Contract

**H**AVEN'T you frequently found the place where the prospect, feeling the need for coverage, wanted it complete—for disability as well as death—for the uncertain as well as for the certain. The need here is for one single and simple, yet thoroughly complete, policy.

The Complete Coverage Contract, sold by agents operating under the American Central Plan, makes it possible to do this very thing. These men sell Life Insurance—not simply Death Insurance.

This is a part of the Plan. The pre-selection of prospects, the pre-approach, the canvass, control of the interview, close, the handling of notes, and a definite resale campaign are all parts of this Plan by which successful agents are professionalizing their insurance work and their insurance service.

Any agent who feels that he might be interested in more details concerning the plan may readily secure them by writing today to



Perhaps the most comprehensive field development program in existence today. One phase is described in this advertisement.

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NUMBER ELEVEN IN A SERIES OF INFORMATION ADVERTISEMENTS

**The Child's 20-Pay Life Optional Endowment Policy**  
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Protects both the child and its parents and includes waiver of premium in event of death or permanent total disability of the father, who is the beneficiary. Agents are enthusiastic over its wonderful selling features. If you are interested, write for copy of "Making Dreams of Your Children's Future Come True," and our attractive proposition to agents.

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E. L. BLACK, State Manager  
P. O. Box 148  
Little Rock, Arkansas

W. H. SAVAGE, Vice-President  
Los Angeles, California

wrote 474 policies for \$635,000 and in 1924 wrote 1,467 policies for \$1,922,160. The total issue for 1924 was \$6,656,745 and thus about 30 percent of the total was nonmedical. The company anticipates that 40 percent of its 1925 business will be nonmedical. The 1924 mortality of all classes of business was about 30 percent of the expected, but no death claims were incurred from nonmedical business. This is in line with the experience reported generally by all Canadian companies that a lower mortality is shown on nonmedical than on regular business.

The Ontario Equitable has no special instructions for writing its nonmedical, printing the rules on the application. The present limit is \$2,000 and the age limits are 15 to 45. Term insurance is not granted. Insurance for female applicants is limited to unmarried women and widows earning their own living. Great care is taken in checking the application report and an inspection re-

port is furnished in each case. The company issues the policy in each case without waiting the receipt of the inspection report, but if this subsequently proves unfavorable, delivery of the policy is held by wire or, if it is placed, it is called from the insured, usually on grounds of misstatement. The company reports a very small percentage of business in this way and states that the experience in getting policies back has been negligible compared with the experience in getting them placed quickly. The company has permitted all agents, new and old, to write nonmedical applications, but has not put the plan in effect in Quebec.

London Life, London, Ontario, company has been doing business on a non-medical basis in a limited way some four years. The experience has been quite favorable and has not given any cause to feel that, if proper precautions are taken, small policies should be safely written on this basis. The company does not feel, however, that there is sufficient business on the basis nor has the type of business been written for a sufficient period to be that the experience is trustworthy. Starting out by accepting amounts in excess of \$1,000, the limit has been extended to \$2,000 and, in certain instances, to \$2,500. The company has detected any wholesale attempt to defraud the company, either on the part of applicants or the staff. There have been a few odd cases where the circumstances have appeared suspicious but in many instances fuller information is given by the applicants under a non-medical form than would be the case if they were examined by a medical man.

#### Applicant Placed on His Honor

In effect, the applicant is placed on his honor. The agent too, feels his responsibility and in a great many cases both the applicant and the agent, if they have erred at all, have done so on the side of getting more information than is really essential. The cases where the circumstances have been suspicious are few and far between, and with the safeguards which are thrown around the business, no serious trouble is anticipated. It has enabled the company to weed out an agent here and there, who from experience has shown he is not the type of man wanted on the staff.

#### No Tendency to Over-Insurance

No inclination on the part of the insuring public has been experienced to obtain as much insurance as possible without examination. There have, of course, been a number of cases where this has been attempted, but in all such cases the company has insisted upon a complete medical examination and, so far, has not found a case where the risk had to be declined after the examination. The field men, particularly in the sparsely settled sections of the Canadian northwest, favor the method for small amounts, as it obviates the necessity of medical examination, and in many country districts doctors are 50 or even 100 miles apart.

#### Ohio State Building Plans

Directors of the Ohio State Life met Friday afternoon with Richards, McCarty & Bulford, architects, and arranged for the letting of the contract for the first unit of the office building which the company is to erect at Grant avenue and Broad street, Columbus. Work is to be started by April 1 and the unit is to be completed by Nov. 1. The first section of the building will be three stories high and will have a frontage of 120 feet on Broad street and 60 feet on Grant avenue. It will be constructed of stone, granite and steel. The building will be modern in every respect and architecturally a very imposing one. The outlay for the first unit will be approximately \$300,000.

Earl G. Manning, of the John Hancock Life home office agency, will deliver lectures on "Home Budgets" at the Massachusetts Beautiful Exposition in Boston the week of April 25-May 2.

# 52.4%

of the new business issued by The Northwestern Mutual Life Insurance Company of Milwaukee, Wisconsin, in 1924 was upon applications of members previously insured in the Company.

The  
Policyholders'  
Company



Once a Policyholder—Always  
a Prospect.

**THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY**  
MILWAUKEE, WISCONSIN

W. D. Van Dyke, President

# ROCKFORD LIFE

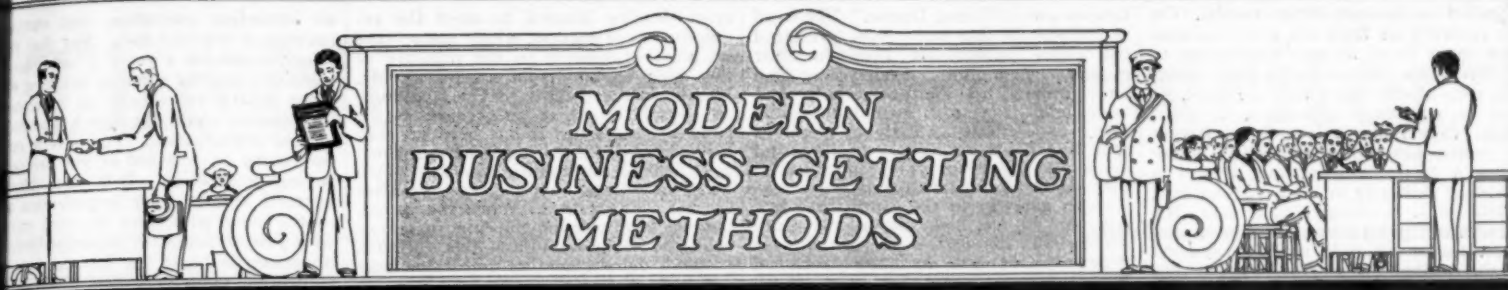
For direct contract with Company, write to

**FRANCIS L. BROWN, Secretary and Manager**

**ROCKFORD, ILLINOIS**

**MICHIGAN, OHIO AND MINNESOTA TERRITORY OPEN**





## W. H. Beers of the Mutual Benefit Life at Rochester Gives Some of His Sales Plans and Shows How He Uses Information Card

W. H. Beers, agent of the Mutual Benefit Life at Rochester, N. Y., addressed the annual meeting of the L. A. Cerf Agency of New York, ideas and methods in the development of which he has had some part. Beers made the remark that good ideas are the keys which open the doors of opportunity ahead. One of these ideas, which Mr. Beers was one of the first in the country to develop and advocate, is the habit sales talk. He says that this is valuable because the agent can present his proposition with-

for the following day, his appointments for the same day having been made the day before. Promptly at 9:30 he leaves the office to keep his appointments and work on the street. One of the great benefits of this plan is that he leaves his office early, before other salesmen get in to see him and waste his time to sell him something. He has had surprising results from this program, and finds that most of his big sales are closed in the forenoon.

The only material he takes with him is a little book in which to make notations. He deals chiefly with ideas and not with figures and details. In this book he has some small printed forms on which he makes record of information secured from the prospect, the form being so arranged that most of the information is noted merely by a check mark in the proper place. On one side of the note book sheet is a space for the man's name, his age, whether he is married and has any children, and the ages of the members of his family. Then comes a space for listing of other insurance carried, with appropriate places for the particular form.

### Gets Information as to The Prospect's Estate

On the other side of the sheet Mr. Beers notes information relative to his estate. In the first place he wants to know how he is going to build the estate, whether from savings, investments or his business. These are checked according to the man's answers. Then comes the problem of the transfer of the estate, whether through a will, private executors, or trust company, and finally the value of the estate. He is also interested in the mode of administration, whether a relative or a trust company will be the executor, and finally he secures information on the man's income, his position, office, etc. Thus on one small sheet he has much information regarding the prospect and can work up an appropriate program. He tries to get the man's views on the estate at the first interview, and after-

wards he can show some flaw in almost every case.

The copy of the card is:

One Side			
Name	Year	Mo.	Day
Age			
Wife			
Daughter			
Son			
Co.	Amount	Plan	Years
	Ben.		
	Prema.		
Proposed		Withdraw	Yr.-10
Total			
Cash			
Option A			
Other Side			
BUILD			
Savings			
Investments			
Business			
TRANSFER			
Will			
Ind. Exra.			
Tr. Co.			
Value Estate			
ADMINISTER			
Relatives			
Trust Co.			
INCOME			
Position			
Office			
Res.—No. Yrs.			
Born			
Work—5 Yrs.			

After securing this information, in about 50 percent of the cases, Mr. Beers can go right on with the sale, showing that the man has a real value, and not merely a potential value. If he is making \$10,000 a year, he represents a capital of \$200,000 at 5 per cent. Most men are interested in the estate that they are going to leave, and not in their estate as it is at present. The successful man can take care of his own estate, and if he should lose it, knows that he could soon replace it with his ability. He would not consider himself successful if he had to live on his own estate. His interest is in whether his property will function properly, and accomplish what he wants it to do after his death.

The two big points in the plan Mr. Beers is working now, which has proved so successful since he put it into operation in February, are that he sees more people by starting earlier, and gets their attention better by talking in terms of ideas rather than of figures or details.

well as many defects. He agreed to give him a third trial provided he would follow a very strict program which the general agent would prescribe. Mr. Hamlin and his wife both signed an agreement to live up to this program, and so he entered the life insurance game for the third time.

### Entire Time of the Day Was Scheduled for Him

In accordance with his agreement, he had to get up at 6 o'clock every morning and devote 30 minutes to a brisk hike, after which he returned home for his bath, preparation for work and breakfast. After breakfast he was to devote 30 minutes to reading, keeping up on the current events and matters of interest. Then the program required him to walk to his office, and be there by 8:30 in the morning. Every half hour of the day was outlined for him in just this way, and he was required to keep an accurate record of his activities for each period and to report on them to his general agent.

### Still Keeps an Accurate Account of Time

This time he did not fail. On the contrary, living up to the agreement with grim determination, he paid for \$400,000 the first year and has been increasing his volume steadily until last year he wrote just a few thousand short of \$6,000,000. The necessity for adhering to the program was removed long ago, but Mr. Hamlin has voluntarily held to it ever since, and in spite of his colossal production, still keeps an accurate record of the use of his time throughout the day.

Mr. Hamlin has found that the time from 9 o'clock until 11:30 is the best part of the day for writing business. He does not waste time in the office in the morning, but makes appointments starting at 9 o'clock the succeeding day so that it is necessary for him to get out early and keep going throughout the morning. At 11:30 he comes back to the office to take care of any of the clerical work that is necessary, for which he allows just one hour.

### Considers Lunch Most Valuable Time of Day

At 12:30 he goes to lunch, for which he gives himself an hour and a half, which he considers the most valuable time of the day because of his method of utilizing it. He never takes a client out to lunch to talk to him about insurance, nor goes with any other agent to discuss methods of salesmanship. Instead he makes more valuable use of the time. He sometimes takes a man to whom he has already sold insurance, not to try to increase the line, but to keep on friendly terms with him and to get the names of new prospects and information concerning them. In this way he has secured some very valuable leads. His idea is to take the biggest man he can find to lunch, in order to gain the most from him.

Sometimes Mr. Hamlin takes a man to whom he hopes to sell insurance at some later date. He does not talk insurance to him or even bring up the subject. His idea is to become acquainted with the man, to understand his likes and dislikes, his mental reactions, and so to be in a position to handle him efficiently when the time comes to bring up the question of insurance.

But his use of the lunch-hour, or rather hour and a half, is not always



W. H. BEERS

not having to spend too much energy and thought upon it, reserving his strength for the real struggle afterwards, meeting objections and closing the sale. The agent has no business talking to the prospect unless he has prepared in advance what he will say.

Mr. Beers has also prepared a sales chart which shows how the prospect's mind vacillates, and demonstrates that the prospect's "no" means very little. It is merely one of the steps in the process of his reception of the new idea, and a very natural step. Study of this chart gives the agent courage to keep on, because he realizes that the man cannot think of both sides at once, and instinctively takes the negative side first, but will, in all probability, come around to the positive side later.

### Program for the Day Has Been Revamped

Mr. Beers recently reorganized his whole program in order to make more effective use of his time. He now makes a point to get to the office by 8 o'clock in the morning, spends the time from 8 to 8:30 planning his work for the following day, and from 8:30, when his secretary comes, until 9, he works with her on any of the clerical duties that may be necessary, writing letters and handling office detail generally. The following half hour until 9:30 he spends at the telephone making appointments

## OLIVER THURMAN TELLS GRAPHIC STORY OF THE CAREER OF AGENT CLAY HAMLIN

"SUCCESS," said Oliver Thurman, superintendent of agencies of the Mutual Benefit Life, at the annual meeting of the L. A. Cerf agency in New York, "can be obtained only by a plan of work and unflinching determination, the 'I will' that overcomes all opposition." To illustrate his statement he told the story of Clay Hamlin, one of the company's star producers.

A few years ago Mr. Hamlin was an accountant with a salary of \$150 a month. He was ambitious to get into some line which would offer greater opportunities, and selected the life insurance field. His ambition seemed to be his chief asset, for he had few of the qualities which one ordinarily associates with the successful life underwriter. He

was just an awkward, bashful fellow, but determined to succeed.

### Tried to Succeed at His Old Vocation

He tried the life insurance business, and lasted just six months. Then he had to have something to live on and went back to his old job. But he was not defeated. In a short time he tried it again, and failed even more quickly than before, for in four months he was back at the old job. Nevertheless he was still determined to succeed, and for a third time came to his general agent, Mr. Monser of the Buffalo agency, to ask for another trial.

Mr. Monser was a man of wisdom, and saw possibilities in Mr. Hamlin, as

expected to produce direct results. On the contrary he finds his most valuable time spent in an indirect application to his work. He chooses as his guest someone who knows more than he does, so that he can learn something of great value. Sometimes it is a noted lawyer or judge, sometimes a banker, sometimes a business man, but always a foremost authority in his particular line. While he is lunching with a man, Mr. Hamlin brings up some question of vital interest upon which he seeks the opinion of this authority. In this way he has amassed a great fund of the most valuable information, which he can apply in his own business later.

It is his practice to drop a note to his guest some time after the luncheon expressing appreciation for his company, and especially thanking him for his expression of views upon the definite point. He then goes on to say, "As I understand it, your attitude upon this matter was—" whereupon he proceeds to elaborate his understanding at length. Almost invariably his former guest will be delighted to reply to the note, and say that Mr. Hamlin's understanding was quite correct and well expressed. Mr. Hamlin files a carbon copy of his own letter and the reply, and thus has at his use a great file of opinions by the most noted authorities. These are of infinite value in his work. Later on in talking to a prospect, if that question should come up, he can quote the opinion of one or more experts, and even show the carbon copy of his letter and the reply of the man who had given the opinion. This carries great weight.

In these ways Clay Hamlin has developed himself from the unsuccessful boy to the tremendously successful life underwriter. He has labored unceasingly to fit himself for his great work, and his efforts have been crowned with success. He has prepared himself to enter through the door of opportunity, which is open but which is also a test for the aspirant who would enter.

Mr. Thurman likens this door of opportunity to the stone doorway of the

famous novel "Lorna Doone." The band of robbers in this story who terrorized the entire countryside lived in their mountain stronghold. Their young men were trained for the outlaw life, and their ambition was to go out upon foraging expeditions as early as possible. One test the wise leaders of the band demanded of all the young men before they could go out, however. There was a stone gateway in the camp three feet wide and six feet high. Before any youth could make his first expedition, it was necessary for him to have developed himself physically so that he could fill this doorway, touching the top with his head and the sides with his shoulders. When he had met this requirement he was ready to undertake his work.

In the same way the life underwriter

must develop himself to meet the requirements of success, which means that he must fit himself to the measure of the door of opportunity, just as Mr. Hamlin persevered in developing himself to the point of succeeding in his chosen profession. It has been no easy task. It means a daily grind from which most people would shrink, but to which Mr. Hamlin has held strictly even after success was attained. When the young, hopeful beginner in the life insurance world is ready to follow this formula, to work out a plan that will insure success, and then religiously to adhere to that plan, and when he is ready to start out with an unflinching determination to succeed, he will find that success lies within his grasp, and that the reward is worthy of the efforts required.

an important executive, that company sustains a financial loss. Say that your salary is \$30,000 a year. That is an investment just the same as anything else. Your salary represents an investment of \$500,000. You are worth that much to your organization. You have to make the return on \$500,000 or you are not paying proposition. It is your duty to yourself and to your organization to the men who have invested money with you, to invest in sufficient business insurance to cover the loss to your organization upon your death."

#### Canadian Congress Dates

The Life Underwriters Association of Canada, which has abandoned the idea of holding a general convention this year and will instead hold a series of regional educational congresses, has announced the dates for those in the west as follows: Edmonton, Alta., April 8-9; Victoria, B. C., April 16-17; Regina, Sask., April 23-24; Winnipeg, Man., April 28-29.

#### Issues Two Large Group Policies

The Metropolitan Life has issued a group policy totaling about \$250,000 to the Pennsylvania Water and Power Company of Baltimore with individual protection ranging from \$1,000 to \$5,000. Employees of the Volunteer Knitting Mills of Chattanooga have also been covered by the Metropolitan for a total of \$165,000, with individual coverage of \$1,000 to \$2,000. Both plans are on the cooperative basis.

#### Claypool Back at Desk

Glenn F. Claypool of Chicago, vice president of the Continental Assurance of that city, has returned to his office after an absence of six weeks, confined to his home on account of scarlet fever. Mr. Claypool is back on the firing line full of genuine enthusiasm.

### DEMONSTRATION IS GIVEN ON VALUE OF BUSINESS LIFE INSURANCE

**A**N outstanding feature of the convention of state managers and general agents of the Great Northern Life held recently in Chicago was the sales demonstration of business insurance put on by Mark M. Scholfield, general agent in Wisconsin. Mr. Scholfield personally produced \$600,000 in 1924. His agency produced over \$1,250,000. He has five counties in central and northern Wisconsin with a total population of 200,000. Mr. Scholfield named H. G. Royer, president of the Great Northern Life, as his prospect for business insurance.

In speaking to his prospect Mr. Scholfield said "You had to begin work as a young man. You have worked for a long time and have worked hard. You have built up a \$5,000,000 business, one that you can indeed be proud of, but have you placed adequate financial value upon yourself?"

"You hold 52 percent of the stock of this company, but men who had confi-

dence in you when you began hold the other 48 percent. What business valuation have you placed upon yourself? You have invested more than your own capital in this business. Really your own knowledge has built up this organization. You owe it to your other stockholders to protect their interests."

Mr. Royer questioned the personal value of the insurance to him and likewise said "Haven't I enough good men in my organization now to step into my position and fill my shoes?"

#### Need the Personal Contact

The agent countered by saying "It is true that the men you have working with you now are able. They are performing their duties admirably, but they are always in contact with you. What are they going to do when they are left alone? Will they be able to make the same decisions they make now under your guidance? In practically 90 percent of the cases where a company loses

## WANTED

An old line, legal reserve life insurance company of forty years standing wants a General Agent in Iowa.

The company has \$160,000,000.00 of insurance in force, and its line of policies is complete and thoroughly modern, including provisions for Double Indemnity, Income Disability, and Monthly Premiums. Non-Medical Applications are accepted for amounts up to \$2,000.00. Premium Rates are low, Home Office co-operation with fieldmen is good; and the agency contract is attractive.

Address N-56, The National Underwriter